

**Engineer's Report**  
**FOR THE**  
**FORMATION**  
**OF THE**  
**BYZANTINE LATINO QUARTER**  
**("BLQ")-PICO**  
**PROPERTY BUSINESS IMPROVEMENT**  
**DISTRICT**

*Prepared March 2013 pursuant to the State of California  
Property and Business Improvement District Law of 1994  
to adopt a Management District in the BLQ-Pico area, a community within the  
City of Los Angeles*

*By*  
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## ENGINEER'S CERTIFICATION

This Engineer's Report is prepared pursuant to the Property and Business Improvement District Law of 1994 as amended (Streets & Highways Code Section 36600 *et seq.*; hereinafter "State Law") and pursuant to the provisions of Article XIIIID of the California Constitution (Proposition 218). It has been prepared in support of the Management District Plan for the proposed Byzantine Latino Quarter - Pico Property Business Improvement District (the "District"). That Management District Plan is incorporated herein by reference and provides a more complete description of the services, activities, improvements, and programs (referred to herein collectively as "Services") to be provided by the District.

Review of this Management District Plan and preparation of this Engineer's Report was completed by:



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# ENGINEER'S REPORT

## Introduction

This report shall serve as the “detailed engineer’s report” required by Section 4(b) of Article XIID of the California Constitution (Proposition 218) to support the benefit assessments proposed to be levied annually beginning on January 1, 2014 and through and including December 31, 2018 within the BLQ-Pico Property Business Improvement District. The assessments levied in connection with the District will be levied against parcels of real property, not businesses, and will be collected on the tax roll at the same time and in the same manner as ad valorem taxes paid to the County of Los Angeles. The Los Angeles City Clerk’s Office is authorized to collect the assessments or to place them on the County property tax roll together with any accrued interest or penalties for late payment or non-payment. The assessments will fund the costs of Services provided by the District, which are distributed among all parcels specially benefiting from them, based on the proportional special benefit that each parcel receives from the Services. Only those properties expected to specially benefit from funded Services will be assessed. This means, for example, that the assessment to fund District operations for calendar year 2015 will be collected on the 2014-15 tax roll.

## Proposition 218 Requirements

Article XIID of the California Constitution, approved by the voters in 1996 as Proposition 218, requires that assessment methodologies meet certain requirements. Key provisions of Proposition 218 together with the findings of this Engineer’s Report as to how the District complies with each are presented below.

### **Finding 1: “Identify all parcels which have a special benefit conferred upon them and upon which an assessment will be imposed” (From Section 4(a)).**

There are 238 identified parcels within the District that will specially and individually benefit from its proposed Services. These parcels are shown on the boundary map of the District contained within the Management District Plan, and listed in attachments to the Management District Plan and this Engineer’s Report. The lists identify these parcels by Assessor’s Parcel Number, property owner name, and site address.

Parcels were identified for inclusion based upon whether or not they will specially and individually benefit from District Services. The purpose of the proposed District is to provide Services to parcels along Pico Boulevard and in the area roughly bordered by Normandie Avenue, 15<sup>th</sup> Street, and Venice Boulevard all of which form a historically cohesive business community. While Pico Boulevard has been the pedestrian and vehicular spine of the District, it has historically and uniquely grown outward through such institutions as its local churches, private schools, Loyola High School, and other such institutions. Loyola High School mirrors the racial, economic, and ethnic diversity of this area and is committed to providing student community service programs and

distinctly strong leadership for community services and improvements as reflected in its published core Mission Statement and Philosophy. When the predecessor “Alpha BID” was formed in 2003, Loyola High School demanded to be included within its boundaries, and continues to express that demand relative to this District formation. In 2002, State Assembly Bill 516 designated the area “as an officially recognized historic area” based, in part, upon a finding that “community efforts are currently developing the Byzantine-Latino Quarter into a cultural, ethnic, and specialty business zone...” The unique nature of the area was also reflected in 1997 when a coalition of local merchants, churches, schools, and residents formally designated the area as the “Byzantine-Latino Quarter.” Commercial, industrial, and institutional parcels that were in these specially designated areas were also included in the District, while surrounding residential parcels were not because they are zoned solely for residential use and are conclusively presumed not to benefit pursuant to State Law. Non-residential parcels not included in the District do not receive special benefits from Pico Boulevard and are not a part of the unique, distinct, historical business inter-relationships that characterize the District.

A single benefit zone has been identified within the proposed District. Each parcel located within that zone will receive all District Services, except for publically owned parcels used for schools or parks which will not benefit from District Marketing and Promotions services.

All assessed commercial and industrial use parcels as defined by the Los Angeles County Assessor’s Office and included within the District will specially and individually benefit from District Services in proportion to their relative land and improvement size and length of street frontage as described below. (For a discussion of parcels outside the District boundaries, see Page 8 of this Engineer’s Report.)

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that they enhance the parcels’ ability to attract customers, employees, tenants, and investors thereby increasing business volumes and property values. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive these benefits. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, and brochure preparation that target customers, employees, tenants, and investors either individually or as combined sub-groups to communicate the desirability of merchandise or services provided on assessed District parcels or their location thereby increasing economic activity including sales, customer traffic, property values, and space rental. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive these benefits. This standard is greater than would exist with only City baseline services.

- The District's Policy Development, Management, and Administration services provide for the efficient and effective functioning of the above described direct Services (i.e. Landscaping, Sanitation, and Beautification; and, Marketing and Promotions) and the development of broader policies affecting the area that encourage economic activity and growth. These services include District vendor selection and management, property owner communications, advocacy of property interests, effective Owner's Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services and facilitate the development of broader policies affecting the area that encourage economic activity and growth, both of which increase business volumes and property values. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive the benefits of its direct services or the policy initiatives it undertakes. This standard is greater than would exist with only City baseline services.

None of the assessed residential use parcels as defined by the Los Angeles County Assessor's Office and included within the District are zoned "solely-residential" as discussed in State Law, all are zoned commercial or industrial, and all of such assessed residential use parcels will specially and individually benefit from District Services in proportion to their relative land and improvement size and length of street frontage as described below. (For a discussion of parcels outside the District boundaries, see Page 8 of this Engineer's Report.)

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that they enhance the parcels' ability to attract tenants, employees, investors, and owners, thereby increasing business volumes and property values of the parcels. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive these services. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, and brochure preparation that target tenants, employees, investors, and owners either individually or as combined sub-groups to communicate the desirability of rentals or unit sales thereby increasing economic activity including rentals, leasing, and customer traffic within the District. This benefit to assessed District parcels is particular and distinct because non-assessed parcels or their residential units will not be the subject of any marketing or promotional activities, and all marketing and promotional activities will be focused on parcels within the

District. This standard is greater than would exist with only City baseline services.

- The District's Policy Development, Management, and Administration services provide for the efficient and effective functioning of the above described direct Services (i.e. Landscaping, Sanitation, and Beautification; and, Marketing and Promotions) and the development of broader policies affecting the area that encourage economic activity and growth. These services include District vendor selection and management, property owner communications, advocacy of property interests, effective Owner's Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services, which encourages economic activity and growth, both of which increase business volumes and property values within the District. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive them, or the benefits of its direct services, or the policy initiatives it undertakes. This standard is greater than would exist with only City baseline services.

All assessed church and institutional use parcels as defined by the Los Angeles County Assessor's Office and included within the District are zoned commercial, "commercial" residential (R4 or R5), or industrial; all such uses, particularly those that function as private, tuition-based schools, compete with alternative locations for attendance; and, all such uses will specially and individually benefit from District Services in proportion to their relative land and improvement size and length of street frontage as described below. In addition, Loyola High School, other such institutional uses, and the BLQ business community have a unique historical relationship of mutual support and shared racial, economic, and ethnic ties as described on Page 3 of the Engineer's Report. (For a discussion of parcels outside the District boundaries, see Page 8 of this Engineer's Report.)

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that enhance the parcels' ability to attract and effectively serve students, worshipers, members, clients, employees, and contributors. These services are provided to Loyola High School parcel frontage. This benefit to assessed District parcels is particular and distinct because non-assessed parcels outside the District do not receive these benefits. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, and brochure preparation that targets students, worshipers, members, clients, employees, and contributors either individually or as combined sub-groups to communicate the desirability of the District thereby increasing its economic activity including attendance and contributions. Loyola High School

benefits from these services through the attraction of students and their families to the District. This benefit to assessed District parcels is particular and distinct because non-assessed parcels will not receive them. This standard is greater than would exist with only City baseline services.

- The District's Policy Development, Management, and Administration services provide for the efficient and effective functioning of the above described direct Services (i.e. Landscaping, Sanitation, and Beautification; and, Marketing and Promotions) and the development of broader policies affecting the area that encourage economic activity and growth. These services include District vendor selection and management, property owner communications, advocacy of property interests, effective Owner's Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services and facilitate the development of broader policies affecting the area that encourage economic activity and growth, both of which increase church and institutional use volumes and property values. Loyola High School has benefitted in this manner. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive them. This standard is greater than would exist with only City baseline services.

All assessed publically owned parcels included within the District are held by either the City as public parks or the Los Angeles Unified School District as public school sites and will specially and individually benefit from District Landscaping, Sanitation, and Beautification services in proportion to their relative land and improvement size and length of street frontage as described below. Such public use parcels will not, however, benefit from District Marketing and Promotions services and will not be assessed for them, as described below. (For a discussion of parcels outside the District boundaries, see Page 8 of this Engineer's Report.)

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that they enhance the parcels' ability to attract users or students thereby increasing the numbers of users or students, which increases the parcels' accomplishment of its service mission. This benefit to assessed District parcels is particular and distinct because non-assessed parcels outside the District do not receive them. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, none of which will benefit publically owned parcels because they are addressed to commercial economic uses not public school or public parks users and therefore do not benefit them. Marketing and promotions services as provided by the District does not influence public school or public park attendance

and therefore will not benefit publically owned parcels used as schools or parks. Consequently, these publicly owned parcels will not be assessed for these services. The District will not market or promote public school attendance. Nor will it market or promote use of public parks. Consequently, publically owned parcels in the District will not be assessed for Marketing and Promotions costs.

- The District's Policy Development, Management, and Administration services provide for the efficient and effective functioning of the Landscaping, Sanitation, and Beautification services that benefit these publically owned parcels. These services include District vendor selection and management, property owner communications, advocacy of property interests, effective Owner's Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services, which benefits the owner's achievement of its service mission. This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive them. This standard is greater than would exist with only City baseline services.

In order to ensure that parcels outside of the District will not specially nor individually benefit from the assessment funded Services, the Services will only be provided within the boundaries of the District to parcels that share a common unique, distinct, historical business inter-relationship that characterizes the District. Specifically, landscaping, sanitation, and similar service providers employed in connection with the District will only patrol or provide services on the streets and sidewalks adjacent to individually assessed parcels within the District and will not provide services outside of its boundaries. Similarly, the District will not fund new landscaping, street furniture, or streetscape improvements outside of its boundaries. District Marketing and Promotions services will not address activities outside of its boundaries; nor will the District's policy development, management, and administration services. The District's purpose is to fund Services that provide a better kept, cleaner, and more beautiful environment with the goal of increasing pedestrian traffic that increases business levels; and, to perform marketing and promotions efforts that present a more attractive and vibrant area with the same goal.

Parcels

Parcels outside of the District that are in residential use, will not specially nor individually benefit from District Services because State Law conclusively presumes that parcels zoned solely for residential use receive no special benefit from Services funded pursuant to it. In addition, such District Services will not benefit residential use parcels that are not zoned solely residential because these Services will not be provided on the street or sidewalk fronting such parcels. Therefore, such not zoned solely residential parcels will be physically remote from the Services and not affected by them; landscaping, sanitation, or beautification personnel will not work in front of such parcels. District Marketing and Promotions services will not address activities outside of its boundaries; nor will the District's policy development, management, and administration services. District marketing and promotions; and, policy development, management, and administration services will be geared towards the commercial, residential, and church and institutionally owned parcel activities within its boundaries. These services will be



marketing the office, retail, and residential rental opportunities in the District by parcels that share a unique, distinct, historical business inter-relationship and not to the residential opportunities outside of it. These residential use parcels outside the District do not share in the unique, distinct, historical business inter-relationships that characterize the District; or, are a part of other commercial or residential Districts that surround the BLQ-PICO commercial area, not a part of this District.

Parcels outside of the District that are in commercial (retail, office, industrial, manufacturing) or other non-residential uses, will not specially benefit from District Services because they will not be provided on the street or sidewalk fronting such parcels. Therefore, such commercial parcels will be physically remote from the Services and not affected by them; landscaping, sanitation, or beautification personnel will not work in front of such parcels. These commercial or other non-residential use parcels do not share in the unique, distinct, historical business inter-relationships that characterize the District; or, are a part of other commercial or residential Districts that surround the BLQ-PICO commercial area, not a part of this District. District Marketing and Promotions services will not address activities outside of its boundaries; nor will the District's policy development, management, and administration services. District marketing and promotions; and, policy development, management, and administration services will be geared towards the commercial, residential, and church and institutionally owned parcel activities within its boundaries that share a unique, distinct, historical business inter-relationship that characterizes the District. These services will be marketing the office, retail, and residential rental opportunities in the District, not the commercial opportunities outside of it.

A description of how specific District boundary locations were determined is presented below:

#### **Northern Boundary:**

The northern boundary of the District, beginning at the northwest corner of the District, begins at the intersection of the centerline of Western Avenue with the prolongation of the north boundary of parcel 5080-012-031, then east along that parcel boundary to its intersection with the west boundary of parcel 5080-012-009, then north to the north boundary of that parcel, then east along that parcel boundary to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-012-010, then east to the northeast corner of that parcel, then north to the northwest corner of parcel 5080-012-011, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-012-012, then east along the northern boundary of parcels 5080-012-012, 013, 016, 015, and 014, to the northeast corner of parcel 5080-012-014, then north to the northwest corner of parcel 5080-012-903, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-012-905, then east along the northern parcel boundary to the centerline of Serrano Avenue, then east to the centerline of the public alley north of parcels 5080-019-923, 919, 922, and 921, then east along the centerline of the public alley north of parcels 5080-019-923, 919, 922, and 921 to the centerline of Hobart Boulevard, then north along that centerline to its intersection with

the westerly prolongation of the northern boundary of parcel 5080-020-029, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5080-020-028, then east along the northern boundary of parcels 5080-020-028 and 027 to the centerline of Harvard Boulevard, then east to the northwest corner of parcel 5080-027-014, then east to the northeast corner of parcel 5080-027-013, then south to the northwest corner of parcel 5080-027-012, then east along the northern parcel boundary to the centerline of Kingsley Drive, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5080-028-016, then east along the northern boundary of parcels 5080-028-016, 015, 014, 013, and 012 to the centerline of Ardmore Avenue, then east to the northwest corner of parcel 5080-035-014, then east along the northern boundary of parcels 5080-035-014, 013, 012, and 011 to the centerline of Irolo Street, then east to the northwest corner of parcel 5078-036-014, then east along the northern boundary of parcels 5078-036-014, 013, 012, and 011 to the centerline of Normandie Avenue, then east to the northwest corner of parcel 5078-035-016, then east along the northern boundary of parcels 5078-035-016, 015, 014, and 013 to the northeast corner of parcel 5078-035-013, then south to the northwest corner of parcel 5078-035-012, then east along the northern parcel boundary to the centerline of Mariposa Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5078-034-017, then east along the northern boundary of parcels 5078-034-017, 016, and 032 to the centerline of Fedora Street, then east to the northwest corner of parcel 5078-033-012, then east along the northern boundary of parcels 5078-033-012, 023 and 010 to the centerline on Kenmore Avenue, then east to the northwest corner of parcel 5078-032-015, then east to the northern boundary of parcels 5078-032-015, 014, 026, 027 and 011 to the centerline of Dewey Avenue, then east to the northwest corner of parcel 5078-031-029, then east to the northern boundary of parcels 5078-031-029, 014, 013 and 028 to the centerline of Catalina Street, then east to the northwest corner of parcel 5078-030-016, then east along the northern boundary of parcels 5078-030-016, 028, 013 and 012 the centerline of Berendo Street, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5078-029-028, then east along that northern parcel boundary to the northeast corner of that parcel, then south to the northwest corner of parcel 5078-029-031, then east along that northern parcel boundary to the centerline of New Hampshire Avenue, then east to the northwest corner of parcel 5078-028-011, then east along the northern boundary of parcels 5078-028-011, 025 and 024 to the centerline of Vermont Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-019-030, then east along that northern parcel boundary to the centerline of Menlo Avenue, then south along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-019-025, then east to the northeast corner of parcel 5076-019-025, then north to the northwest corner of parcel 5076-019-024, then east to the northeast corner of that parcel, then south to the northwest corner of parcel 5076-019-903, then east along the northern boundary of parcels 5076-019-903 and 902 to the centerline of Westmoreland Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-018-023, then east along that northern parcel boundary to the centerline of Elden Avenue, then south along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-017-012, then east along

the northern parcel boundary of parcels 5076-017-012 and 013 to the centerline of Magnolia Avenue, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-016-011, then east along that northern parcel boundary to the centerline of the public alley, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-016-026, then east along that northern parcel boundary to the centerline with Arapahoe Street, then north along that centerline to its intersection with the westerly prolongation of the northern boundary of parcel 5076-015-008, then east along the northern boundary of parcels 5076-015-008 and 020 to the centerline of Hoover Street, then south along that centerline to its intersection with the centerline of Lake Street, then northeast along the centerline of Lake Street to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-024-019, then southeast along the northeast parcel boundary of parcels 5136-024-019, 020 and 021 to the centerline of the public alley, then northeast along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-024-009, then southeast along that northeast parcel boundary to the centerline of Alvarado Street, then northeast along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-023-030, then southeast along that northeast parcel boundary to its intersection with the public alley, then northeast along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-023-031, then southeast along that northeast parcel boundary to the centerline of Westlake Avenue, then southwest along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-022-027, then southeast along that northeast parcel boundary to its intersection with the centerline of the public alley, then southwest along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5136-022-015, then southeast along that northeast parcel boundary to the centerline of Bonnie Brae Street, then southeast to the most northerly corner of parcel 5137-034-001, then southeast along that northeast parcel boundary to the most easterly corner of parcel 5137-034-001, then northeast to the most northerly corner of parcel 5137-034-017, then southeast along the northeast parcel boundary of parcels 5137-034-017, 018, 019, 020, 021, 022, 023, 024, 025, 026 and 5137-033-010, 011, 027, 014, 015, 030, and 029 to the centerline of Union Avenue, then southeast to the most northerly corner of parcel 5137-032-036, then southeast along the northeast parcel boundary to the most easterly corner of parcel 5137-032-036, then northeast along northwest boundary of parcel 5137-032-023 to the centerline of 12<sup>th</sup> Place, then southeast along that centerline to its intersection with the northeasterly prolongation of the southeast boundary of parcel 5137-032-023, then southwest along that southeast parcel boundary to most northerly corner of parcel 5137-032-019, then southeast along the northeast parcel boundary of parcels 5137-032-019, 020, and 021 to the centerline of Valencia Street, then southeast to the most northerly corner of parcel 5137-031-013, then southeast east along the northeast boundary of parcels 5137-031-013, 014, and 015 to the most easterly corner of parcel 5137-031-016, then northeast along the northwest parcel boundary of parcel 5137-031-007 to the centerline of 12<sup>th</sup> Place, then southeast along that centerline to its intersection with the centerline of Albany Street, then southwest along that centerline to its intersection with the northwesterly prolongation of the northeast boundary of parcel 5137-031-025, then southeast along the northeast parcel boundary of

parcels 5137-031-025, 017, 018 and 027 to the State Freeway 110 (Harbor Freeway) right of way.

This boundary includes all of the commercially zoned parcels that front on the north side of Pico Boulevard and its unique, distinct, historical, inter-related commercial corridor, and excludes those parcels to the north that do not front on Pico Boulevard and not share this unique character. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

#### **Eastern Boundary:**

The eastern boundary of the District begins at the most easterly corner of parcel 5137-031-027, then continues southwest along the State 110 Freeway (Harbor Freeway) public right of way to the most southerly corner of parcel 5135-035-020. This boundary is a natural boundary and includes all of the commercially zoned parcels to the west that front on Pico Boulevard, the area's prominent, historic commercial corridor, and excludes those to the east, on the east side of the State Freeway 110 (Harbor Freeway) that are a part of the Convention Center, Staples Center, and L.A. Live business district and not the historic BLQ-Pico district. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

#### **Southern Boundary:**

The southern boundary of the District begins at the most southerly corner of parcel 5135-035-020, then continuing northwest, northeast and northwest along the southwest, northwest and southwest parcel boundaries to the most westerly corner of parcel 5135-035-020, then northwest to the centerline of Albany Street, then northeast to its intersection with the southeasterly prolongation of the centerline of the public alley southwest of parcel 5135-034-025, then northwest along that alley centerline to the centerline of Valencia Street, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-033-033, then northwest to the most westerly corner of parcel 5135-033-033, then northeast to the most southerly corner of parcel 5135-033-024, then northwest along that southwest parcel boundary to the centerline of Toberman Street, then southwest along that street centerline to its intersection with the southeasterly prolongation of the centerline of the public alley southwest of parcel 5135-022-041, then northwest along that alley centerline to its intersection with the centerline of Union Avenue, then continuing northwest along the centerline of the public alley southwest of parcel 5135-021-004, to its intersection with the centerline of Constance Street, then southwest along that centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-020-019, then northwest to the most southwesterly corner of parcel 5135-020-019, then northeast to the most southerly corner of parcel 5135-020-022, then northwest along that southwest parcel boundary to the centerline of Burlington Avenue, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest

boundary of parcel 5135-005-011, then northwest to the most westerly corner of parcel 5135-005-010, then north to the most southerly corner of parcel 5135-005-001, then northwest to the centerline of Bonnie Brae Street / Alvarado Terrace, then northwest to the most southerly corner of parcel 5135-004-008, then northwest along that southwest parcel boundary to the centerline of the public alley, then northeast along that centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-004-007, then northwest along that southwest parcel boundary to the centerline of Westlake Avenue, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-002-018, then northwest along that southwest parcel boundary to the centerline of the public alley south and east of parcel 5135-002-015, then southwest along that alley centerline to its intersection with the centerline of Alvarado Street, then southwest along that street centerline to its intersection with the southeasterly prolongation of the southwest boundary of parcel 5135-001-020, then northwest along that southwest parcel boundary the centerline of Hoover Street, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5056-008-012, then west to the southwest corner of parcel 5056-008-022, then north to the southeast corner of parcel 5056-008-001, then west along that south parcel boundary to the centerline of Arapahoe Street, then south along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5056-007-023, then west along that southern parcel boundary to the centerline of the public alley, then north along that alley centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5056-007-003, then west along the southern boundary of parcels 5056-007-003, 002 and 001 to the centerline of Magnolia Avenue, then south along that centerline to its intersection with the centerline of the public alley south of parcel 5056-004-024, then west along that public alley centerline to its intersection with the centerline of Orchard Avenue, then west to the southeast corner of parcel 5056-003-027, then west along that southern parcel boundary to the centerline of Westmoreland Avenue, then west to the southeast corner of parcel 5056-002-042, then west along the southern boundary of parcels 5056-002-042, 040, 020 and 021 to the centerline of Menlo Avenue, then west to the southeast corner of parcel 5056-001-001, then west along the southern boundary of parcels 5056-001-001, 002, 055 and 004 to the centerline of Vermont Avenue, then west to the southeast corner of parcel 5075-001-001, then west along the southern boundary of parcels 5075-001-001 and 016 to the centerline of New Hampshire Avenue, then north along that street centerline to its intersection with the easterly prolongation of the south boundary of parcel 5075-003-011, then west to the southwest corner of parcel 5075-003-011, then south along the east boundary of parcel 5075-003-013 to the centerline of the public alley south of said parcel, then west along that alley centerline to its intersection with the centerline of Berendo Street, then south along that centerline to its intersection with the easterly prolongation of the centerline of the public alley south of parcel 5075-005-006, then west along that alley centerline to its intersection with the centerline of Catalina Street, then continuing west along the centerline of the public alley south of parcel 5075-006-006 to its intersection with the southerly prolongation of the western boundary of parcel 5075-006-003, then north along that parcel boundary to the southeast corner of parcel 5075-006-001, then west along that southern parcel boundary to the centerline of Dewey Avenue, then south along that street centerline to its intersection

with the easterly prolongation of the southern boundary of parcel 5075-007-005, then west to the southwest corner of parcel 5075-007-005, then south along the east boundary of parcel 5075-007-028 the centerline of the public alley south of said parcel, then west along that centerline to its intersection with the centerline of Kenmore Avenue, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-008-025, then west to the southwest corner of parcel 5075-008-025, then south to the southeast corner of parcel 5075-008-024, then west along that southern parcel boundary to the centerline of Fedora Street, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-008-004, then west along the southern boundary of parcels 5075-008-004 and 003 to its termination in the eastern boundary of parcel 5075-008-003, then south along that boundary to the centerline of the public alley south of parcel 5075-008-003, then west along that alley centerline to its intersection with the centerline of Mariposa Avenue, then south along that centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5075-009-026, then west to the southwest corner of parcel 5075-009-026, then south along the east boundary of parcel 5075-009-021 to the centerline of 15<sup>th</sup> Street, then east along that centerline to its intersection with the centerline of Kenmore Avenue, then north along that centerline to its intersection of the westerly prolongation of the northern boundary of parcel 5075-014-019, then east along that parcel boundary to its intersection with the centerline of the alley west of the western boundary of parcel 5075-014-019, then north along the centerline of that alley to the westerly prolongation of the northern boundary of parcel 5075-014-019, then east along that northern boundary to the centerline of Dewey Avenue, then east along the northern boundary of parcel 5075-014-019 to the centerline of the public alley east of the eastern boundary of parcel 5075-014-019, then south along that centerline to the northern boundary of parcel 5075-014-019, then east along that parcel boundary to its intersection of the centerline of Catalina Street, then south along that street centerline to its intersection with the centerline of 15<sup>th</sup> Street, then east along that centerline to its intersection with the centerline of Berendo Street, then north along that centerline to its intersection with the westerly prolongation of the north boundary of parcel 5075-014-019, then east along that parcel boundary to the centerline of the public alley east of parcel 5075-014-019, then south along that public alley centerline to its intersection with the centerline of Venice Boulevard, then west along that street centerline to its intersection with the southerly prolongation of the west boundary of parcel 5075-013-026, then north to the northwest corner of parcel 5075-013-026, then east along that north parcel boundary to the centerline of Normandie Avenue, then north along that street centerline to its intersection with the centerline of 15<sup>th</sup> Street, then west along that street centerline to its intersection with the southerly prolongation of the west boundary of parcel 5075-011-022, then north along that west parcel boundary to the centerline of 14<sup>th</sup> Street, then east along that centerline to its intersection with the southerly prolongation of the western boundary of parcel 5075-010-027, then north and west along that parcel's boundaries to the southeast corner of parcel 5075-010-010, then west along the south boundary of parcels 5075-010-010, 009, 008, 007, 006, 005, 004, 028, 002, and 001 to the centerline of Ardmore Avenue, then south along that street centerline to its intersection with the centerline of 15<sup>th</sup> Street, then west along that street centerline to its intersection with the southerly prolongation of the western boundary of

parcel 5074-006-016, then north to the southeast corner of parcel 5074-006-014, then west along that south parcel boundary to the centerline of Harvard Boulevard, then north along that street centerline to its intersection with the centerline of the public alley south of parcel 5074-005-011, then west along that alley centerline to its intersection with the east boundary of parcel 5074-005-022, then south to the southeast corner of parcel 5075-011-022, then west along the southern boundary of parcels 5074-011-022, 002 and 001 to the centerline of Hobart Boulevard, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5074-002-001, then west along the southern boundary of parcels 5074-002-001, 002, 003, 004, 005, 006, 007, 008 and 009 to the centerline of Oxford Avenue, then north along that street centerline to its intersection with the easterly prolongation of the southern boundary of parcel 5074-001-011, then west to the southwest corner of parcel 5074-001-011, then south to the southeast corner of parcel 5074-001-010, then west along the southern boundary of parcels 5074-001-010, 009, 008, 007, 006, 024, 003, 002 and 001 to the centerline of Western Avenue.

This boundary includes all of the contiguous, commercially zoned, historically unique, inter-related parcels that front Pico Boulevard, and includes Loyola High School and related church institutional use parcels, and excludes those parcels to the south of the Pico Boulevard commercial corridor and north of Loyola High School that are zoned solely residential and presumed by State Law to not benefit from District improvements or activities, and excludes those parcels south of Loyola High School, which is largely a cemetery and related uses, that have no such historical or commercial connections to Pico Boulevard, the area's major historical commercial corridor. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

#### **Western Boundary:**

The western boundary of the District begins at the intersection of the westerly prolongation of the southern boundary of parcel 5074-001-001 and the centerline of Western Avenue, then continues north along that street centerline to its intersection with the prolongation of the north boundary of parcel 5080-012-031. This boundary includes all of the contiguous, commercially zoned, historically related parcels that front on Pico Boulevard and includes Loyola High School and related church institutional use parcels to the east and excludes those to the south and west and those that are zoned solely residential and presumed by State Law to not benefit from District improvements or activities and excludes those to the west and north that are not a part of the historic BLQ-Pico corridor that shares a unique, distinct, historical business inter-relationship that characterizes the District. All assessed parcels located within the District will specially and individually benefit from its improvements and activities. No improvements or activities will be provided outside of the District's boundaries.

**Finding 2: "Separate the general benefits from the special benefits conferred on parcel(s). Only special benefits are assessable." (From Section 4(a)).**

State Law, Proposition 218, and judicial decisions require that assessments be levied according to the estimated special benefit each assessed parcel receives from Services provided by the District. Article XIIIID Section 4a of the California Constitution states, in part, that “only special benefits are assessable,” which requires that general benefits, if any, be separated from special benefits provided by the District. A recent judicial decision in the Golden Hill Neighborhood Association v San Diego case further clarified that “even minimal general benefits must be separated from special benefits and quantified so that the percentage of the cost of services and improvements representing general benefits, however slight, can be deducted from the amount of the cost assessed against specially benefitting properties.”



## **Special Benefit**

Proposition 218 defines “special benefit” to mean “a particular and distinct benefit over and above general benefits conferred on real property located in the District or to the public at large. General enhancement of property value does not constitute ‘special benefit.’” The Services, their costs, and assessments have been carefully identified, reviewed, and allocated to confer special and individual benefits pursuant to the provisions of State Law and Proposition 218. These Services are tailored to confer special benefits on particular parcels, not the general public, and are above and beyond services available from the City of Los Angeles, which qualifies these Services as particular and distinct benefits. For example, the proposed landscaping, sanitation, and beautification program provides sidewalk cleaning, street sweeping, pressure washing, trash removal, graffiti removal, sticker removal, and cleaning at the properties that are assessed. Parcels that receive these services are more attractive to customers, employees, tenants, and investors and therefore can function more effectively. These benefits are particular and distinct in that they are not provided to non-assessed parcels outside of the District. Similarly, the proposed marketing and promotions program provides street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, and brochure preparation that target tenants, employees, investors, and owners either individually or as combined sub-groups to communicate the desirability of commercial merchandise or services provided on assessed parcels thereby increasing economic activity including sales, customer traffic, property values, and space rentals to those parcels. Such District marketing and promotions services will not benefit publically owned parcels because they address commercial economic uses and not school or parks uses and therefore do not benefit them. The District will not market or promote public school attendance. Nor will it market or promote use of public parks. The benefits to assessed District parcels are particular and distinct because non-assessed parcels or residentially zoned uses will not be the subject of any District activities. No District services will be provided outside the District boundaries. The special and individual benefit to each parcel from the proposed Services is proportionate to the total amount of the proposed assessment. Each individual assessed parcel’s assessment is no greater than the special and individual benefit it receives from the Services. A quantitative analysis of the special and general benefits is presented below.

As a component in the preparation of this Engineer’s Report, Dr. William Whitney, a Ph.D. Economist with over 40 years experience in analytical modeling was engaged to develop a methodology to quantify special as opposed to general benefits associated with District Services. His work produced a survey that counted the number of individuals engaging in any type of commerce or residing in the District, and thus receiving special benefits of District Services; and, those not so engaged, and thus generally benefitting from District Services. In addition, Whitney’s survey methodology provided a means of calculating the likelihood that its responses were an accurate reflection of the District’s total population.

On February 28 and March 2, 2013 the Whitney survey was administered to pedestrians intercepted at separate random locations throughout the District. The survey asked respondents if they were engaged in any type of commercial activity (i.e. patronizing an eating establishment, shopping, visiting a professional or personal service business, or attending church or a school); or, lived within the District boundaries. A map of the proposed District was available. Every effort was made to include an unbiased cross section of participants. The survey included 565 initial respondents. Of those initial respondents, 19 were deemed to be invalid either because they did not respond to all of the questions or answered a single question twice and were not included in the final sample of 546 used to draw conclusions. Of those 546 valid survey responses, 95.42% indicated that they had or intend to engage in at least one of the described commercial activities within the District as opposed to simply "stroll, walk around, or make a transit connection" (i.e. just pass through the District) with no business purpose.

The survey also found that of the 546 respondents, 97.99% indicated that at least one of the District Services contributed to their decision to come into the area by responding that "cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal" were "very important" or "somewhat important" or that "marketing and promotions like street light banners, flags, or bright signs" were "very important" or "somewhat important." This response is a measure of the high level of special benefit that assessed parcels receive from District Services.

Based upon the survey sample size of 546, Dr. Whitney calculated that this conclusion is 95.72% likely to represent the population as a whole and can therefore be relied upon. A final survey Response Summary is attached to this Engineer's Report as Attachment 2. Based on the results of this survey, the Engineer has concluded that each of the proposed District Services provides a special and individual benefit to the assessed parcels within the District.

The Services (landscaping, sanitation, beautification; marketing and promotions; policy development, management, and administration) to be provided by the District are designed to meet specific needs of the properties to improve business within the District area and provide special and individual benefits to each property. The District's purpose is to fund Services that provide a better kept, cleaner, and more beautiful environment with the goal of increasing pedestrian traffic that increases business levels; and, to perform marketing and promotions efforts that present a more attractive and vibrant area with the same goal. These Services, except for Marketing and Promotions services with respect to publically owned parcels as explained in this Engineer's Report, also make each individual parcel a more desirable place to live, work, or conduct business. These purposes are the clearly stated reasons for the property owners to create the District. All District Services are over and above any services provided by the City of Los Angeles and are not affected by them.

No parcels zoned for "solely residential" use have been assessed within the District because such parcels are presumed not to benefit pursuant to State Law.

## **General Benefit**

As discussed above, Proposition 218 requires that general benefits be quantified and separated from special benefits and deducted from the costs of any special benefit parcel assessment. General benefit would be defined as: “an overall and similar benefit to real property within the District or to the public at large.” General benefits resulting from District Services would be those that are not “particular and distinct” and not over and above the benefits that other parcels receive. The analysis below is based upon the Engineer’s judgment and experience based upon 30 years of public works civil engineering and assessment district work, and will identify and quantify general benefits that are provided to parcels either outside or inside District boundaries. Also presented below is the quantification of general benefits that are provided to the public at large as identified in the pedestrian intercept survey prepared as a component of this Engineer’s Report and particularly described in the “Special Benefits” section, above.

### **General Benefits to Parcels Outside the District**

Services are provided to each individual assessed parcel within the District’s boundaries, and no Services are provided outside of those boundaries. It is conceivable, however, to conclude that some parcels outside those boundaries may receive some “spillover benefit” from the District’s Marketing and Promotions services, which are less site specific than the other Services. At most, the parcels that could receive such “spillover” general benefit would be those parcels that are located immediately adjacent to or immediately across the street from a parcel receiving District Marketing and Promotions services. Any parcel that is at least one parcel distant from another that receives these services; or, does not directly front on a street across from another that receives those services is, in the Engineer’s judgment and experience, based upon over 30 years of public works civil engineering and assessment district work, considered to be too remote to receive any “spillover” general benefit. Based upon these criteria, there are 22 commercial (retail, office, industrial, manufacturing) parcels, and 51 R4 parcels, a total of 73 parcels, that may receive what, in the Engineer’s judgment and experience, would be a nominal benefit from District Marketing and Promotions services. There are also 187 solely residentially zoned parcels that meet the contiguous adjacency criteria that, pursuant to State Law, are presumed to not receive any special benefit from District services. In order to calculate the amount of any possible general benefit that these parcels receive, their relative budget size is determined as shown below:

Possible General Benefits to Parcels Outside District Boundaries  
Benefit Factor Calculation

	Budget	% of Total	x	Relative Benefit*	=	Benefit Factor
District Marketing & Promotions Budget	\$6,200	4.75%		0.25		0.012
Total District Budget	\$130,600					
*For purposes of this analysis, a conservative 25% relative benefit factor is used to weight the relative value of any general benefit “spillover” from District services to parcels outside its boundaries.						

The Benefit Factor is calculated by multiplying the Percent (%) of Total Budget for the “spillover” category by the Relative Benefit to produce a Benefit Factor. Each of the 73 parcels that might receive nominal general benefits from the District’s Marketing and Promotions services is credited with 0.012 Benefit Factor to account for this possibility. In comparison, there are 239 parcels within the District that each receives a Benefit Factor of 1.0 for these services. This comparison and the calculation of maximum conceivable total general benefit to parcels outside the District for “spillover” Marketing and Promotions services is shown below in the following chart:

Calculation of Possible Benefits to Parcels Outside District Boundaries

	# Parcels	Benefit Factor	Total Benefit Units
# Parcels in District	239	1.00	239.00
# Parcels w/ “Spillover”	73	0.012	0.88
Totals	312		239.88
General Benefit to Parcels Outside District		0.37% (0.88/239.88)	

### **General Benefits to the Public At Large (or to Parcels within the District)**

Another type of general benefit is that provided to the public at large or to parcels within the District. Such general benefit is provided to people that are within the District boundaries or to parcels that do not receive special benefit. In the Engineer's judgment and experience based upon over 30 years of public works civil engineering and assessment district work, there are no general benefits to the public at large outside of the District boundaries.

The pedestrian intercept survey that is particularly described in the "Special Benefit" section above and conducted as a component in the preparation of this Engineer's Report, provided data to quantify the general benefits enjoyed by the public at large inside District boundaries. It provided information that was 95.72% likely to represent the population as a whole of those people that were within District boundaries and that did not pay an assessment or were not specially benefitted by its services. It found that 4.58% of those people in the District "generally benefitted" because those individuals were either "very likely" or "likely" to "stroll or walk around or make a transit connection" and "not likely at all" to "eat or drink at a restaurant, cafe, or bar;" "shop;" "conduct professional business;" "conduct personal business;" "attend church;" or "attend school." These benefits are distinct from the special benefits to parcels within the District.

### **Total General Benefits**

Considering both types of general benefits as presented above produces the following:

#### BLQ-Pico General Benefits Analysis

General Benefits to Parcels Outside District	0.37%
General Benefits to Public at Large	4.58%
Total General Benefits (Calculated)	4.95%
Say	5.0%

In order to present a conservative conclusion, it is the Engineer's judgment and experience, based upon over 30 years of public works civil engineering and assessment district work, that the level of general benefits to be funded in the BLQ-Pico budget from non-assessment sources should be 5.0%. The BLQ-Pico budget for the 5-year term beginning January 1, 2014 would be as follows:

#### **BLQ-Pico Budget for Special Benefit vs General Benefit Costs**

Year	Special Benefit	General Benefit	Total Budget
2014	\$130,600	\$6,874	\$137,474
2015	\$137,131	\$7,217	\$144,348
2016	\$143,988	\$7,579	\$151,567
2017	\$151,187	\$7,957	\$159,144
2018	\$158,747	\$8,356	\$167,103
Totals	\$721,653	\$37,983	\$759,636

**Finding 3: “[Determine] the proportionate special benefit derived by each parcel in relationship to the entirety of the... cost of public improvement(s) or the maintenance and operation expenses...or the cost of the property related service being provided.” (From Section 4(a)).**

Each and every parcel in the District, except publically owned parcels used as parks and school sites, will benefit from the Services provided in connection with the District because these Services are designed to increase pedestrian and automobile traffic and building occupancies thereby increasing demand for and utilization of all assessed commercial, residential, and church and institutional property within the District. Such publically owned parcels will benefit from District Landscaping, Sanitation, and Beautification services and the portion of District Policy Development, Management, and Administration services required to provides those services. The Services are intended to transform the District into a vibrant, extended-hour commercial community.

Three (3) factors (lot size, improvement size, and street frontage) were chosen to calculate the special benefit allocable to each parcel in the District.

Lot size is a measurement both of the potential for future development on a parcel to meet customer and tenant demand, and of the present capacity of the parcel’s street level areas to accommodate customers and tenants. Street level space benefits strongly from business improvement district Services because such space is more readily used for retail space, office space, lobby services, and surface parking facilities that are especially sensitive to increases in customer demand.

The size of the improvements on a parcel is a measurement of the capacity of that parcel to currently serve the demand of customers and of retail, office, commercial, residential, church and non-profit, and publically owned parcels.

Frontage is a vital measure because it indicates the amount of the parcel that is directly accessible to and visible from the street. The more frontage a parcel has, the larger the area of sidewalk is in front of the parcel to be landscaped, cleaned, or beautified in connection with District Services.

It is the Engineer’s opinion that combining these three (3) factors gives a far better picture of the benefits than could be derived from just one or two of the factors alone; and, that because no one of these factors is more important than the others, and each factor is critical to the overall benefit calculation, each factor is weighted equally in quantifying the benefits any particular parcel would receive.

The Special Benefit & Assessment Analysis section of this Engineer’s Report discusses the exact formula used to calculate the benefits.

**Finding 4: “No assessment ...shall exceed the reasonable cost of the proportional special benefit conferred on parcel(s).” (From Section 4(a)).**

The total amount to be assessed will not exceed the estimated reasonable cost of the program. Because each parcel will be assessed in proportion to its share of the total special benefit created by the program, no assessment will exceed the reasonable cost of the proportional special benefit conferred on the parcel.

**Finding 5: “Parcels...that are owned or used by any (public) agency shall not be exempt from assessment.” (From Section 4(a)).**

Parcels owned by public agencies will specially and individually benefit from District Landscaping, Beautification, and Sanitation services and for that portion of District Policy Development, Management, and Administration services required to provide them, and will be assessed at the same rate as private parcels of the same size, location and use on the basis of their relative land and improvement size and length of street frontage as set forth in this Engineer’s Report. This includes the parcels in the District that are owned by the City of Los Angeles and Los Angeles Unified School District (LAUSD). These benefits are described below. Such public use parcels will not, however, benefit from District Marketing and Promotions services and will not be assessed for them, as also described below.

- Landscaping, Sanitation, and Beautification services include sidewalk cleaning, street and public alley cleaning, sidewalk pressure washing, graffiti removal, sticker removal, trash removal, and landscaping at the properties that are assessed. The impact of these services upon assessed District parcels is that they enhance the parcels’ ability to attract users or students thereby increasing the numbers of users or students, which increases the parcels’ accomplishment of its service mission. This benefit to assessed District parcels is particular and distinct because non-assessed parcels outside the District do not receive them. This standard is greater than would exist with only City baseline services.
- Marketing and Promotions services include street banners, signage, public right of way clock maintenance, holiday decorations, a website, a newsletter for property owners, branding graphics and advertising, placement of promotional materials in various media, none of which will benefit publically owned parcels because they are addressed to commercial economic uses not public school or public parks users and therefore do not benefit them. The District will not market or promote public school attendance. Nor will it market or promote use of public parks. Consequently, publically owned parcels in the District will not be assessed for Marketing and Promotions costs.
- The District’s Policy Development, Management, and Administration services provide for the efficient and effective functioning of the Landscaping, Sanitation, and Beautification services that benefit these publically owned parcels. These services include District vendor selection and management, property owner communications,



advocacy of property interests, effective Owner's Association coordination, and sound fiscal management. The impact of these services upon assessed District parcels is that they improve the effectiveness and efficiency of District Services, which benefits the owner's achievement of its service mission. This standard is greater than would exist with only City baseline services.

This benefit to assessed District parcels is particular and distinct because non-assessed parcels do not receive them. This standard is greater than would exist with only City baseline services.

The publicly-owned parcels in the District are listed below:

#### CITY OF LOS ANGELES PARCELS (CITY)

	APN #	Address	Owner	PBID Assessment	% of Total
1	5075-014-900	Park	City	\$2,246.11	1.72%
2	5076-019-903	Park	City	\$303.17	0.23%
3	5076-019-902	Park	City	\$294.18	0.23%
		Total City		\$2,843.46	2.18%

#### LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD)

	APN #	Address	Owner	PBID Assessment	% of Total
1	5080-012-905	School Site	LAUSD	\$423.54	0.32%
2	5080-019-921	School Site	LAUSD	\$372.62	0.29%
3	5080-019-923	School Site	LAUSD	\$234.90	0.18%
4	5080-012-903	School Site	LAUSD	\$156.29	0.12%
5	5080-019-922	School Site	LAUSD	\$118.72	0.09%
6	5080-019-919	School Site	LAUSD	\$118.69	0.09%
		Total LAUSD		\$1,424.76	1.09%

**Finding 6: "All assessments must be supported by a detailed engineer's report prepared by a registered professional engineer certified by the State of California." (From Section 4(b)).**

This report is the "detailed engineer's report" to support the assessments proposed to be levied within the BLQ-PICO Business Improvement District.

#### Special Benefit & Assessment Analysis

A six (6)-step process for determining BLQ-PICO assessments has been used as delineated below.

### Step 1: Select “benefit units.”

Because the assessment against each parcel must reflect the special benefit that parcel derives from the District's Services, the first step in designing an assessment methodology was to assign "benefit units" to different parcel attributes. The assignment of benefit units reflects the relative levels of benefit discussed in "Finding 3", above.

There are three types of benefit units:

#### A. Lot Benefit Units:

Each parcel in the District was allocated one Lot Benefit Unit for each square foot of the parcel's surface area.

#### B. Improvement Benefit Units:

Each parcel fronting in the District was allocated one Improvement Benefit Unit for each square foot of non-residential improvements.

#### C. Frontage Benefit Units:

Each parcel in the District was allocated one Frontage Benefit Unit for each linear foot of the parcel's frontage on any of the following streets: Pico Boulevard, Venice Boulevard, 15<sup>th</sup> Street, and Normandie Avenue. All parcels that front the above listed streets will be provided with District services along other street frontage that is directly across from street frontage that is in the District and no other frontage. Therefore, District services will be provided on sections of Albany Street, Valencia Street, Toberman Street, Union Avenue, Constance Street, Burlington Avenue, Bonnie Brae Street, Alvarado Terrace, Westlake Avenue, Alvarado Street, Lake Street, Hoover Street, Arapahoe Street, Magnolia Avenue, Elden Avenue, Orchard Avenue, Westmoreland Avenue, Menlo Avenue, Vermont Avenue, New Hampshire Avenue, Berendo Street, Catalina Street, Dewey Avenue, Kenmore Avenue, Fedora Street, Mariposa Avenue, Irolo Street, Ardmore Street, Kingsley Street, Harvard Boulevard, Hobart Boulevard, Serrano Avenue, and Oxford Avenue, each of which are cross streets to Pico Boulevard.

### Step 2: Calculate the benefit units for each property.

The number of each type of benefit unit allocated to each identified benefiting parcel within the BLQ-PICO area was determined from data obtained from the County of Los Angeles and third party real estate data service providers. These data sources provide Assessor Parcel Numbers, ownership, address, parcel size, gross building size, street front footage, and other needed information. This data provides a basis for calculating property-based assessments. All relevant data being used in assessment calculations has been provided, or attempted to be provided, to each property owner in the District for their review. All known or reported discrepancies or errors have been corrected.

Step 3: Quantify total basic benefit units.

In aggregate, there are 4,022,059 Lot Benefit Units; 2,203,989 Improvement Benefit Units; and, 43,202 Frontage Benefit Units.

Step 4: Calculate "Basic Benefit Unit Cost" for special benefits.

The total cost of all District special assessment Services in the first year of operation will be \$130,600; \$43,533 of these costs will be allocated based on Lot Benefit Units; \$43,533 based on Improvement Benefit Units; and \$43,533 based on Frontage Benefit Units. District budget cost estimates have been established based upon the following factors: (i) historical costs of similar Services provided in other business improvement district organizations and municipal agencies in the Greater Los Angeles area; (ii) estimates of anticipated market place costs for needed goods and Services; and, (iii) analysis of the Services, the optional frequency with which they are provided, and the impact of District geography upon them as required to efficiently and effectively achieve the desired results of its formation. These factors also established the relative size of the budget for each benefit zone.

The cost per benefit unit is therefore as follows:

A. Lot Benefit Units:

$$\$43,533 / 4,022,059 = \$0.0108 \text{ per Lot Benefit Unit.}$$

B. Improvement Benefit Units:

$$\$43,533 / 2,203,989 = \$0.0198 \text{ Improvement Benefit Unit.}$$

C. Frontage Benefit Units:

$$\$43,533 / 43,202 = \$1.0077 \text{ per Frontage Benefit Unit.}$$

Step 5: Determine Assessment Formula.

Combining the calculations from Steps 1 through 4, the assessment formula is therefore:

District assessment formula = (\$0.0108 X square feet of parcel size) + (\$0.0198 X square feet of improvement size) + (\$1.0077 X linear feet of frontage).

Step 6. Spread the Assessments

The resultant assessment spread calculations for each parcel within the District are shown in an attachment to this Engineer's Report and were determined by applying the District assessment formula to each specially benefiting property. This list of all identified

especially benefiting parcels in the District area delineates each parcel and its special benefit units for parcel area, improvement size, and linear street frontage.

During the five-year effective term of the District, it is likely that some parcels within the District will be developed with additional commercial improvements or will see the demolition of existing improvements. The assessment against such parcels shall be recalculated beginning with the assessment for the first year following the construction or demolition of improvements. The new assessment against such a parcel shall be calculated pursuant to the formula set forth in Step 5 on Page ER-24. Pursuant to Government Code Section 53750(h)(3), such recalculation does not constitute an "increase" of assessment that requires the conduct of a new Proposition 218 ballot proceeding. Such a proceeding will be required if the assessment formula is itself changed.

Assessment rates may be adjusted annually by the Owner's Association Board of Directors and submitted to the City of Los Angeles with the District's Annual Planning Report in accordance with Streets and Highways Code Section 36650 to reflect changes in the Consumer Price Index for Los Angeles-Orange-Riverside for All Urban Consumers, but this adjustment will not exceed five per cent (5%) per fiscal year.

**ATTACHMENT 1**

**BLQ-PICO PBID PROPERTY INFORMATION**  
**and**  
**ASSESSMENTS FOR 2014**

BLQ-PICO PRID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2014

APRN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMP'T AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	PICO FRST FT	OTHER STREET FRST FT	FRST FT BENEFIT UNITS	FRST FT ASSESSMENT	TOTAL ASSESSMENT 2014	% of Total
5137-034-026	KIM CHONG S	5,065	5,065	\$50.86	5,175	5,175	\$102.22	45	0	45	\$45.35	\$208.24	0.16%
5137-034-025	SCHWARTZ ELLIOT AND BEVERLY TRUST SCHWARTZ FAMIL	6,943	6,943	\$74.07	4,970	4,970	\$88.17	55	0	55	\$55.42	\$227.66	0.17%
5137-034-024	SCHWARTZ ELLIOT AND BEVERLY TRUST SCHWARTZ FAMIL	6,247	6,247	\$67.62	6,250	6,250	\$123.45	50	0	50	\$50.38	\$240.45	0.19%
5137-034-023	VIOLE FAMILY LLC	6,234	6,234	\$57.47	6,200	6,200	\$73.45	50	0	50	\$50.38	\$240.32	0.19%
5137-034-022	VIOLE FAMILY LLC	6,235	6,235	\$57.48	0	0	\$0.00	50	0	50	\$50.38	\$240.49	0.17%
5137-034-021	GARCIA YVONNE TRUST AMADA SIMBALA DECEASED TRUS	6,238	6,238	\$57.52	5,376	5,376	\$106.19	45	0	45	\$45.35	\$227.66	0.16%
5137-034-020	CARSTEN COMPANY LLC ET AL	5,880	5,880	\$57.52	2,653	2,653	\$52.60	45	0	45	\$45.35	\$227.66	0.16%
5137-034-018	NESEER JOHN J JR	5,682	5,682	\$57.52	12,840	12,840	\$253.62	45	0	45	\$45.35	\$227.66	0.16%
5137-034-017	HAEM FARARMARZ N	5,682	5,682	\$57.52	2,055	2,055	\$40.59	45	0	45	\$45.35	\$227.66	0.16%
5137-034-016	JAY BRUCE	5,682	5,682	\$57.52	0	0	\$0.00	45	0	45	\$45.35	\$227.66	0.16%
5137-034-015	YANG SUNGHYUN M AND KYUNG H	5,525	5,525	\$50.86	4,344	4,344	\$85.80	113	50	163	\$163.42	\$310.64	0.24%
5137-033-029	CASTILLO PICO PLAZA LLC	12,371	12,371	\$133.90	4,518	4,518	\$89.24	100	0	100	\$100.77	\$323.61	0.25%
5137-033-027	SYSTEM III LLC	12,371	12,371	\$133.90	17,529	17,529	\$346.23	150	285	435	\$435.34	\$1,162.42	0.89%
5137-033-026	EBERIAN JACOB AND FARIDH TRUST EBERIAN FAMILY TRUS	6,226	6,226	\$57.39	3,692	3,692	\$72.92	50	0	50	\$50.38	\$240.34	0.19%
5137-033-015	AGUEL ALBAH TRUST ALBAH AGUEL TRUST	12,471	12,471	\$134.69	10,476	10,476	\$205.54	50	0	50	\$50.38	\$240.34	0.19%
5137-033-014	LUBEN FRANCES TRUST LUBEN FAMILY TRUST AND	6,223	6,223	\$57.39	6,200	6,200	\$122.46	50	0	50	\$50.38	\$240.34	0.19%
5137-033-011	KIM CHONG S	6,250	6,250	\$57.48	0	0	\$0.00	50	0	50	\$50.38	\$240.34	0.19%
5137-033-010	KIM CHONG S	20,890	20,890	\$227.19	5,750	5,750	\$113.57	50	0	50	\$50.38	\$240.34	0.19%
5137-033-009	PICO CENTER	37,204	37,204	\$70.59	61,413	61,413	\$123.03	150	117	267	\$267.35	\$1,172.78	0.89%
5137-033-008	JACKMAN BARBARA A TRUST JACKMAN MARITAL TRUST	6,522	6,522	\$70.59	4,433	4,433	\$87.96	50	0	50	\$50.38	\$240.34	0.19%
5137-033-020	SOLEWANI BILAN	12,360	12,360	\$133.78	27,852	27,852	\$550.13	100	0	100	\$100.77	\$323.61	0.25%
5137-031-027	1307 PICO LLC	2,312	2,312	\$27.19	0	0	\$0.00	20	250	270	\$270.07	\$297.26	0.23%
5137-031-026	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	14,863	14,863	\$161.09	14,440	14,440	\$285.92	80	245	308	\$308.36	\$717.81	0.55%
5137-031-023	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	14,922	14,922	\$161.09	14,890	14,890	\$293.91	80	0	80	\$80.46	\$323.61	0.25%
5137-031-018	PRICETT LYNN B	6,133	6,133	\$98.38	6,100	6,100	\$120.48	50	0	50	\$50.38	\$240.34	0.19%
5137-031-017	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	6,133	6,133	\$98.38	6,100	6,100	\$120.48	50	0	50	\$50.38	\$240.34	0.19%
5137-031-016	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	6,146	6,146	\$98.38	6,250	6,250	\$123.45	50	0	50	\$50.38	\$240.34	0.19%
5137-031-015	MERRAZ MICHAEL	6,147	6,147	\$98.38	6,100	6,100	\$120.48	50	0	50	\$50.38	\$240.34	0.19%
5137-031-014	1419 PICO PROPERTY LLC	6,151	6,151	\$98.38	7,200	7,200	\$142.21	50	0	50	\$50.38	\$240.34	0.19%
5137-031-013	ESTRADA GABRIEL B COMPANY TRUST ESTRADA FAMILY TR	12,307	12,307	\$133.58	12,275	12,275	\$242.46	100	125	225	\$225.33	\$500.23	0.39%
5137-031-012	1ST HOOVER INVESTMENTS LLC	6,442	6,442	\$74.08	6,777	6,777	\$133.86	60	111	171	\$171.31	\$242.66	0.19%
5137-031-011	YAGHOUBI FARHAD	8,479	8,479	\$170.13	6,573	6,573	\$129.83	50	0	50	\$50.38	\$240.34	0.19%
5137-031-010	SERRAT MARILYN COMPANY TRUST LORENZO FAMILY TRU	8,558	8,558	\$92.74	12,960	12,960	\$255.99	55	180	245	\$245.88	\$500.23	0.39%
5137-031-009	MANDEL PHILIP AND SYLVIA TRUST MANDEL FAMILY TRU	28,052	28,052	\$303.95	16,825	16,825	\$332.33	175	382	556	\$556.61	\$1,172.78	0.89%
5137-031-008	LABORERS INTERNATIONAL UNION OF N A AFL CIO LOCAL U	35,197	35,197	\$360.86	9,576	9,576	\$189.15	166	145	313	\$313.02	\$685.20	0.53%
5137-031-007	ALEJO PROPERTIES LLC	33,351	33,351	\$330.98	9,580	9,580	\$189.15	166	145	313	\$313.02	\$685.20	0.53%
5137-031-006	NANOMA INVESTMENT GROUP INC	31,644	31,644	\$342.50	0	0	\$0.00	209	160	369	\$369.41	\$738.81	0.57%
5137-031-005	1530 PICO ASSOCIATES LLC	5,595	5,595	\$80.56	20,897	20,897	\$407.03	112	145	312	\$312.04	\$685.20	0.53%
5137-031-004	PICO LLC	104,380	104,380	\$1,123.77	150,257	150,257	\$2,997.89	165	438	603	\$603.86	\$1,923.51	1.47%
5137-031-003	PROANT LLC	7,159	7,159	\$174.48	4,227	4,227	\$83.49	54	127	181	\$181.34	\$272.76	0.21%
5137-031-002	WOW DARGNEE TRUST DARGNEE WW TRUST	5,094	5,094	\$55.03	6,820	6,820	\$134.71	60	0	60	\$60.46	\$272.76	0.21%
5137-031-001	SEGAL JACOB AND GERRI S TRUST SEGAL FAMILY TRUST	10,179	10,179	\$170.17	5,192	5,192	\$102.55	40	0	40	\$40.31	\$213.06	0.16%
5137-031-000	CHAVEZ ALFREDO M	25,618	25,618	\$277.28	13,592	13,592	\$268.47	80	128	208	\$208.60	\$476.88	0.36%
5137-030-003	DECHAC DEVELOPERS LLC	18,624	18,624	\$201.58	9,576	9,576	\$189.15	132	127	260	\$260.64	\$527.44	0.39%
5137-030-002	99 CENTS ONLY STORES	18,130	18,130	\$198.23	11,088	11,088	\$219.01	146	119	265	\$265.67	\$527.44	0.39%
5137-030-001	VIOLE FAMILY LLC	18,130	18,130	\$198.23	12,202	12,202	\$241.01	112	152	264	\$264.03	\$527.44	0.39%
5137-030-000	VIOLE FAMILY LLC	15,700	15,700	\$169.93	0	0	\$0.00	58	0	58	\$58.44	\$285.88	0.22%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	2,764	2,764	\$54.99	97	152	249	\$249.91	\$499.91	0.37%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138	158	296	\$296.91	\$593.81	0.44%
5137-029-000	ALVAREZ NORBERTO AND MARIA TRUST ALVAREZ FAMIL Y	15,700	15,700	\$169.93	57,430	57,430	\$1,134.26	138					

BLO-PICO PRID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2014

APN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMP'T AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	PICO FRT FRT FT	OTHER STREET FRT FT	FRT FT BENEFIT	FRT FT ASSESSMENT	TOTAL ASSESSMENT 2014	% of Total
5080-023-011	YOUNG ELLEN ET AL TRUST GEORGE AND ELLEN YOUNG T	7,045	7,045	\$76.25	4,580	4,580	\$30.65	51	137	189	\$180.24	\$37.15	0.27%
5080-023-029	SHALOM DISABILITY MINISTRIES	14,075	14,075	\$162.34	7,989	7,989	\$157.00	103	0	103	\$102.79	\$413.95	0.31%
5080-023-016	JKH LLC	7,005	7,005	\$75.42	3,544	3,544	\$70.00	51	137	188	\$189.81	\$335.63	0.26%
5080-023-015	JKH LLC	7,009	7,009	\$75.86	4,900	4,900	\$56.79	51	0	51	\$51.39	\$224.04	0.17%
5080-023-012	DUO 897 LLC	7,021	7,021	\$75.99	4,992	4,992	\$58.60	51	137	188	\$189.81	\$264.40	0.28%
5080-027-015	CHOI DONG B AND MI HYE	8,070	8,070	\$96.01	2,580	2,580	\$50.86	71	136	207	\$202.59	\$355.55	0.27%
5080-027-014	CHOI DONG B AND MI H	12,056	12,056	\$130.49	1,310	1,310	\$25.88	79	0	79	\$79.61	\$235.57	0.19%
5080-027-013	YOUNG GINA S	6,973	6,973	\$75.47	0	0	\$0.00	50	0	50	\$50.38	\$125.66	0.10%
5080-027-012	REALTY INCOME PROPERTIES 14 LLC LESSOR	4,258	4,258	\$46.09	2,987	2,987	\$59.00	83	133	133	\$134.02	\$239.11	0.18%
5080-020-029	SOON HYE KIM TRUST SOON HYE KIM TRUST	24,067	24,067	\$260.49	11,457	11,457	\$228.30	131	178	309	\$311.37	\$798.16	0.61%
5080-020-028	SOON HYE KIM TRUST SOON HYE KIM TRUST	4,214	4,214	\$45.61	5,533	5,533	\$108.29	32	0	32	\$33.94	\$188.54	0.14%
5080-019-822	LA UNIFIED SCHOOL DISTRICT	13,088	13,088	\$141.85	10,237	10,237	\$202.20	97	135	233	\$234.49	\$578.35	0.44%
5080-019-821	LA UNIFIED SCHOOL DISTRICT	6,502	6,502	\$53.56	0	0	\$0.00	54	121	175	\$176.34	\$234.80	0.18%
5080-019-822	LA UNIFIED SCHOOL DISTRICT	5,508	5,508	\$54.30	0	0	\$0.00	54	0	54	\$54.41	\$176.34	0.09%
5080-019-821	LA UNIFIED SCHOOL DISTRICT	13,027	11,282	\$122.11	1,000	1,000	\$19.75	108	121	229	\$230.78	\$372.62	0.28%
5080-019-821	LA UNIFIED SCHOOL DISTRICT	6,505	5,838	\$64.27	0	0	\$0.00	54	125	54	\$54.41	\$118.69	0.09%
5080-019-821	LA UNIFIED SCHOOL DISTRICT	16,019	14,925	\$161.54	0	0	\$0.00	135	0	280	\$281.99	\$423.54	0.32%
5080-019-821	LA UNIFIED SCHOOL DISTRICT	9,807	8,854	\$95.83	0	0	\$0.00	60	0	60	\$60.46	\$158.23	0.12%
5080-012-803	RANI DEVELOPMENT INC	17,594	17,594	\$190.43	9,637	9,637	\$190.35	76	131	207	\$208.59	\$589.37	0.45%
5080-012-803	RANI DEVELOPMENT INC	7,389	7,389	\$79.78	0	0	\$0.00	50	0	50	\$50.82	\$130.58	0.10%
5080-012-015	YI CHAE P AND	7,203	7,203	\$77.95	3,394	3,394	\$67.04	50	0	50	\$50.38	\$185.38	0.15%
5080-012-015	YI CHAE P AND	6,587	6,587	\$70.65	2,397	2,397	\$47.35	45	0	45	\$45.35	\$163.44	0.13%
5080-012-014	EAST LOS ANGELES KOREAN CONG OF JEHOVANS WITNES	10,567	10,567	\$114.37	2,374	2,374	\$60.88	75	0	75	\$75.86	\$237.12	0.19%
5080-012-013	NAKANG DAVID C AND	6,989	6,989	\$75.75	0	0	\$0.00	50	0	50	\$50.38	\$126.14	0.10%
5080-012-012	CHUNG YUN J AND KATHY J TRUST YUN AND KATHY CHUNG	9,130	9,130	\$98.82	6,000	6,000	\$134.31	50	0	50	\$50.38	\$283.52	0.22%
5080-012-011	PICO BOULEVARD PARTNERS LLC	5,889	5,889	\$63.52	2,549	2,549	\$50.35	50	0	50	\$50.38	\$164.35	0.13%
5080-012-009	KIM STEVE Y AND JIN DK TRUST KIM FAMILY TRUST	8,506	8,506	\$92.07	10,322	10,322	\$203.88	50	0	50	\$50.38	\$246.33	0.27%
5078-006-014	KIM STEVE Y AND JIN DK TRUST KIM FAMILY TRUST	7,050	7,050	\$76.39	4,313	4,313	\$55.19	51	138	189	\$183.51	\$251.89	0.27%
5078-006-013	LEE DUNG J AND SOON H	14,126	14,126	\$152.89	6,760	6,760	\$133.52	103	0	103	\$103.51	\$309.53	0.30%
5078-006-012	DEVARAKOS THOMAS A TRUST ISHME JILLAS DECEASED T	7,079	7,079	\$76.51	7,224	7,224	\$142.69	51	0	51	\$51.39	\$270.36	0.21%
5078-006-011	DEVARAKOS THOMAS A TRUST ISHME JILLAS DECEASED T	7,084	7,084	\$76.62	7,038	7,038	\$139.02	51	138	189	\$180.65	\$405.20	0.31%
5078-005-015	DEVARAKOS THOMAS A TRUST ISHME JILLAS DECEASED T	7,087	7,087	\$76.71	5,100	5,100	\$101.74	51	138	189	\$180.72	\$368.13	0.28%
5078-005-014	BOTACH SHLOMO AND	7,080	7,080	\$76.74	3,570	3,570	\$70.51	51	0	51	\$51.39	\$198.88	0.15%
5078-005-013	ROMAN CATHOLIC ARCHBISHOP OF LOS ANGELES	7,094	7,094	\$76.89	6,834	6,834	\$134.99	51	0	51	\$51.39	\$283.52	0.20%
5078-005-012	CRELLAN PEDRO A AND ROSA I	4,351	4,351	\$47.09	3,060	3,060	\$50.44	51	80	131	\$132.37	\$239.50	0.18%
5078-004-017	RODRIGUEZ JOSE J	20,190	20,190	\$216.53	2,511	2,511	\$49.60	150	144	294	\$286.28	\$564.58	0.43%
5078-004-016	PICO AND KENMORE PROPERTY LLC	8,688	8,688	\$93.82	2,820	2,820	\$55.70	43	138	201	\$202.58	\$331.85	0.27%
5078-003-023	PICO AND KENMORE PROPERTY LLC	5,595	5,595	\$59.91	1,602	1,602	\$31.64	40	0	40	\$40.31	\$131.85	0.10%
5078-003-022	TON SONNY N TRUST SONNY N TON TRUST	6,977	6,977	\$75.32	1,314	1,314	\$27.14	51	0	51	\$51.39	\$151.75	0.12%
5078-003-021	LEE HO AND HO PARTNERSHIP	14,282	14,282	\$154.32	35,892	35,892	\$278.94	103	139	241	\$243.30	\$1,108.57	0.85%
5078-003-020	NAME STAR LIMITED PARTNERSHIP	7,053	7,053	\$76.34	3,288	3,288	\$70.07	51	0	51	\$51.39	\$189.81	0.15%
5078-003-019	LEE HO AND HO PARTNERSHIP	7,154	7,154	\$77.43	2,684	2,684	\$52.62	51	0	51	\$51.39	\$207.19	0.16%
5078-003-018	ART BUILT COMPANY LLC	7,149	7,149	\$77.39	3,952	3,952	\$78.08	51	0	51	\$51.39	\$207.19	0.16%
5078-003-017	SHOKRIAN MISHEL TRUST AND MISHEL SHOKRIAN TRUST A	7,159	7,159	\$77.49	6,090	6,090	\$120.29	51	139	191	\$191.96	\$389.74	0.30%
5078-003-016	SHAN DUANE S TRUST DUANE SHAN TRUST	14,348	14,348	\$155.30	6,114	6,114	\$120.76	103	140	243	\$244.05	\$526.93	0.40%
5078-003-015	WOONG TAE INC	6,919	6,919	\$74.89	3,635	3,635	\$71.00	48	133	181	\$182.39	\$329.39	0.25%
5078-003-014	RAMIREZ ADRAN B AND ELIZABETH M	7,173	7,173	\$77.64	0	0	\$0.00	51	0	51	\$51.39	\$129.39	0.10%
5078-003-013	H S M REAL ESTATE INVESTMENTS	7,177	7,177	\$77.68	8,109	8,109	\$160.17	51	0	51	\$51.39	\$289.50	0.22%
5078-003-012	NAM RAYMOND S TRUST NAM TRUST	13,608	13,608	\$147.29	9,360	9,360	\$184.88	103	0	103	\$103.51	\$435.88	0.33%
5078-003-011	BRZABRY HIRAN AND GLORIA	6,989	6,989	\$75.42	3,867	3,867	\$78.36	48	132	180	\$181.58	\$333.18	0.26%
5078-003-010	NAM RAYMOND S TRUST NAM TRUST	7,197	7,197	\$77.90	3,960	3,960	\$78.22	51	0	51	\$51.39	\$207.19	0.16%
5078-003-009	PAINTJAS FAMILY LIMITED PARTNERSHIP AND	6,954	6,954	\$75.27	1,315	1,315	\$25.97	48	132	180	\$181.58	\$333.18	0.26%
5078-003-012	KOREAN SAE HAN PRESBYTERIAN CHURCH CORPORATION	15,904	15,904	\$178.59	4,606	4,606	\$90.86	121	139	250	\$251.92	\$531.42	0.40%
5078-002-028	KIM BANG J TRUST KIM TRUST	24,541	24,541	\$287.29	38,252	38,252	\$271.05	143	186	329	\$331.77	\$1,334.46	1.02%
5078-002-025	GAF MANAGEMENT LLC	14,101	14,101	\$152.62	5,148	5,148	\$107.68	100	0	100	\$100.77	\$255.07	0.27%
5078-002-024	UNITED EL SEGUNDO INC	11,272	11,272	\$122.00	3,640	3,640	\$66.40	104	146	250	\$251.92	\$386.82	0.29%
5078-002-023	PARK CHANG Y AND YOUNG Z TRUST CITY AND YZ PARK TR	7,326	7,326	\$79.29	5,574	5,574	\$110.10	32	141	173	\$173.46	\$345.67	0.28%
5078-001-803	L A CITY (Formerly 009)	9,935	8,628	\$82.55	0	0	\$0.00	100	0	100	\$100.77	\$201.53	0.23%
5078-001-802	PROFOUND LLC	9,937	8,660	\$82.55	0	0	\$0.00	100	0	100	\$100.77	\$201.53	0.23%
5078-001-801	TAFTMAN SCARLE AND FARNUKH TRUST TAFTMAN FAMILY TR	9,942	9,942	\$107.61	12,888	12,888	\$254.56	171	378	549	\$553.31	\$1,182.13	0.91%
5078-001-800	TAFTMAN SCARLE AND FARNUKH TRUST TAFTMAN FAMILY TR	16,933	16,933	\$215.75	12,351	12,351	\$244.18	100	0	100	\$100.77	\$890.87	0.69%
5078-001-803	TAFTMAN SCARLE AND FARNUKH TRUST TAFTMAN FAMILY TR	78,378	78,378	\$886.70	15,847	15,847	\$314.09	241	375	616	\$620.73	\$1,782.41	1.35%
5078-001-801	EBRAHIMI NASSIR AND ZAND SIMA R	16,588	16,588	\$179.54	6,500	6,500	\$128.39	110	150	260	\$261.99	\$502.55	0.44%
5078-001-803	EBRAHIMI NASSIR AND ZAND SIMA R	7,000	7,000	\$75.77	6,500	6,500	\$128.39	140	180	320	\$322.53	\$540.31	0.41%
5078-001-801	EBRAHIMI NASSIR AND ZAND SIMA R	7,171	7,171	\$77.62	6,500	6,500	\$128.39	140	180	320	\$322.53	\$540.31	0.41%
5078-001-803	EBRAHIMI NASSIR AND ZAND SIMA R	13,467	13,467	\$145.76	7,055	7,055	\$139.35	137	180	327	\$329.51	\$614.52	0.47%

## BLD-PICO PRID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2014

APN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMPRT AREA SF	RIP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	PICO FRT FRT	OTHER STREET FRT FRT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT	TOTAL ASSESSMENT 2014	% of Total
139 5076-016-012	PARRA JORGE E	2,382	2,382	\$35.78	1,460	1,460	\$28.84	57	65	102	\$102.78	\$157.40	0.12%
140 5076-016-011	SHARQANI PROPERTIES LLC	6,716	6,716	\$72.71	6,240	6,240	\$123.25	103	65	168	\$169.84	\$365.61	0.28%
141 5076-015-020	KIM MEUNG S AND SONG Z ET AL KIM FAMILY TRUST AND	17,050	17,050	\$194.54	6,477	6,477	\$127.93	112	279	391	\$394.00	\$706.48	0.54%
142 5076-015-008	LEE DUNG JI AND SOON H	21,749	21,749	\$235.40	15,370	15,370	\$303.59	145	300	445	\$448.41	\$897.41	0.70%
143 5075-014-800	LA CITY PLAYGROUND	142,294	131,457	\$1,422.84	0	0	\$0.00	0	817	817	\$163.27	\$2,246.11	1.72%
144 5075-014-019	LOVOLA HIGH SCHOOL OF LOS ANGELES	828,076	828,076	\$8,952.80	54,650	54,650	\$1,020.39	0	4354	4354	\$4,387.40	\$14,370.59	11.00%
145 5075-014-016	ARCHDIOCESE OF L A EDUCATION AND WELFARE CORP-	19,001	19,001	\$305.05	0	0	\$0.00	0	100	100	\$100.77	\$405.82	0.33%
146 5075-014-016	ARCHDIOCESE OF L A EDUCATION AND WELFARE CORP-	52,272	52,272	\$685.77	24,498	24,498	\$483.89	0	102	102	\$102.78	\$1,192.44	0.93%
147 5075-013-026	VENNOR PROPERTY LP	13,970	13,970	\$151.21	0	0	\$0.00	0	210	210	\$211.61	\$363.33	0.40%
148 5075-013-022	SAINT SOPHIA FOUNDATION	25,327	25,327	\$280.62	7,939	7,939	\$156.81	0	360	360	\$362.76	\$543.39	0.49%
149 5075-013-028	CHA JONG W AND SOON A TRUST ET AL CHA FAMILY TRUS-	6,357	6,357	\$68.81	3,586	3,586	\$71.03	50	50	50	\$50.38	\$180.22	0.15%
150 5075-013-027	ESS PRISA LLC II	19,508	19,508	\$211.15	78,000	78,000	\$1,540.05	100	260	360	\$362.76	\$2,114.57	1.62%
151 5075-013-010	OTANEZ MARIA G	6,504	6,504	\$70.40	4,600	4,600	\$90.86	50	0	50	\$50.38	\$211.64	0.16%
152 5075-013-008	WMASTERS CONSTRUCTION MANAGEMENT INC	6,504	6,504	\$70.40	4,578	4,578	\$89.13	50	0	50	\$50.38	\$211.21	0.16%
153 5075-013-008	OH CHAN K	6,506	6,506	\$70.42	3,500	3,500	\$69.19	50	0	50	\$50.38	\$169.61	0.13%
154 5075-013-007	OH JENNIFER ET AL	6,506	6,506	\$70.42	1,427	1,427	\$28.19	50	0	50	\$50.38	\$161.49	0.12%
155 5075-013-006	CHA JONG W AND SOON A TRUST ET AL CHA FAMILY TRUS-	6,507	6,507	\$70.42	4,790	4,790	\$94.06	50	0	50	\$50.38	\$215.41	0.16%
156 5075-013-004	CHA JONG W AND SOON A TRUST ET AL CHA FAMILY TRUS-	6,507	6,507	\$70.46	5,000	5,000	\$99.76	50	0	50	\$50.38	\$219.57	0.17%
157 5075-013-002	CHAI JONG W AND SOON A TRUST ET AL CHA FAMILY TRUS-	6,510	6,510	\$70.46	1,780	1,780	\$35.36	50	0	50	\$50.38	\$156.20	0.12%
158 5075-013-002	LE K PROPERTIES LLC	7,651	7,651	\$82.89	2,250	2,250	\$44.44	60	127	187	\$188.43	\$315.47	0.24%
159 5075-013-001	ROMAN CATHOLIC ARCHBISHOP OF L A	23,326	23,326	\$352.47	14,792	14,792	\$292.17	143	168	311	\$313.39	\$658.03	0.49%
160 5075-009-026	ST SOPHIA FOUNDATION	157,687	157,687	\$1,706.15	70,023	70,023	\$1,383.10	215	862	1077	\$1,085.26	\$4,175.11	3.20%
161 5075-009-021	PARK MIN CHUL	6,594	6,594	\$71.06	10,840	10,840	\$210.16	65	100	165	\$166.27	\$447.47	0.34%
162 5075-008-025	SHOFET DAVID AND KHALIL INZILA	9,596	9,596	\$98.48	4,460	4,460	\$88.09	65	140	205	\$206.27	\$363.15	0.28%
163 5075-008-004	D AND D PARTNERS LLC	4,670	4,670	\$50.55	3,744	3,744	\$73.35	52	90	142	\$143.08	\$267.59	0.20%
164 5075-008-003	HWANG KEE S AND BETTY B TRUST HWANG FAMILY TRUST-	10,160	10,160	\$193.97	6,240	6,240	\$123.25	104	0	104	\$104.08	\$336.02	0.26%
165 5075-008-002	PICO COLLECTION MART	7,280	7,280	\$78.80	3,120	3,120	\$61.63	52	0	52	\$52.40	\$192.82	0.15%
166 5075-008-001	LUSTER BRADLEY A TRUST BRADLEY A LUSTER TRUST AND	8,038	8,038	\$97.00	6,840	6,840	\$135.10	52	140	192	\$193.47	\$416.05	0.32%
167 5075-007-028	YOUNG LYDIA	8,039	8,039	\$97.01	4,550	4,550	\$90.07	57	0	57	\$57.86	\$229.94	0.18%
168 5075-007-027	VAPAK MARK	8,038	8,038	\$97.01	6,840	6,840	\$135.10	57	0	57	\$57.86	\$229.94	0.18%
169 5075-007-026	PARK JOHN	8,038	8,038	\$97.01	7,306	7,306	\$144.31	57	100	157	\$158.63	\$364.90	0.28%
170 5075-007-002	PEDEAZA ANTONINO AND MARIA	8,038	8,038	\$97.01	5,643	5,643	\$111.46	57	0	57	\$57.86	\$236.32	0.20%
171 5075-006-005	BOCHORQUEZ OLIVIA TRUST BOCHORQUEZ FAMILY TRUST	8,038	8,038	\$97.01	7,096	7,096	\$148.83	57	140	197	\$198.93	\$425.06	0.33%
172 5075-006-004	SANCHEZ LUCY M TRUST SANCHEZ TRUST	8,038	8,038	\$97.01	7,540	7,540	\$148.83	57	140	197	\$198.93	\$425.06	0.33%
173 5075-006-003	BERENDO PROPERTY PARTNERS LLC	8,038	8,038	\$97.01	6,500	6,500	\$125.39	57	0	57	\$57.86	\$234.94	0.18%
174 5075-005-006	ZUNIGA FRANCISCO AND GUADALUPE	8,038	8,038	\$97.01	1,780	1,780	\$35.36	57	0	57	\$57.86	\$234.94	0.18%
175 5075-005-004	YOUNG CHANG S	8,038	8,038	\$97.01	0	0	\$0.00	15	0	15	\$15.12	\$272.14	0.10%
176 5075-005-003	YOUNG CHANG S	8,038	8,038	\$97.01	0	0	\$0.00	50	0	50	\$50.38	\$270.14	0.10%
177 5075-005-002	YOUNG CHANG S	8,038	8,038	\$97.01	0	0	\$0.00	50	0	50	\$50.38	\$270.14	0.10%
178 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
179 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
180 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
181 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
182 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
183 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
184 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
185 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
186 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
187 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
188 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
189 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
190 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
191 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
192 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
193 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
194 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
195 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
196 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
197 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
198 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
199 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
200 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
201 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
202 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
203 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
204 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
205 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
206 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
207 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%
208 5075-005-001	PINTO MICHAEL TRUST MICHAEL PINTO TRUST	8,038	8,038	\$97.01	7,571	7,571	\$148.84	57	140	197	\$198.93	\$425.06	0.33%



BLQ-PICO PBID AREA PROPERTY INFORMATION AND ASSESSMENTS FOR 2014

APN	PROPERTY OWNER	LOT AREA SF	LOT AREA BENEFIT UNITS	LOT AREA ASSESSMENT	IMPRT AREA SF	IMP AREA BENEFIT UNITS	IMP AREA ASSESSMENT	PICO FRT FT	OTHER STREET FRT FT	FRT FT BENEFIT UNITS	FRT FT ASSESSMENT	TOTAL ASSESSMENT 2014	% of Total
209	5074-001-011 YI CHAE P AND	4,193	4,193	\$45.36	7,360	7,360	\$145.38	46	91	137	\$198.05	\$328.87	0.25%
210	5074-001-010 Hwa Chong Yi	5,968	5,968	\$64.60	3,008	3,008	\$69.41	47	0	47	\$47.56	\$171.87	0.13%
211	5074-001-009 CHAE PONG YI	5,955	5,955	\$64.47	2,350	2,350	\$46.42	47	0	47	\$47.26	\$158.24	0.12%
212	5074-001-008 CHAE PONG YI	5,654	5,654	\$61.20	1,600	1,600	\$31.60	45	0	45	\$45.35	\$138.15	0.11%
213	5074-001-007 KIM YONG Y AND	6,200	6,200	\$67.20	0	0	\$0.00	49	0	49	\$49.38	\$116.58	0.09%
214	5074-001-006 NAM KENNY W	3,105	3,105	\$33.61	2,230	2,230	\$44.05	25	0	25	\$25.19	\$102.65	0.08%
215	5074-001-003 ARIAN JACK TRUST JACK AND SYLVIA ARIAN TRUST	6,207	6,207	\$67.19	5,880	5,880	\$116.14	49	0	49	\$49.38	\$232.71	0.18%
216	5074-001-002 ARIAN JACK TRUST JACK AND SYLVIA ARIAN TRUST	6,207	6,207	\$67.18	8,262	8,262	\$163.19	49	0	49	\$49.38	\$273.75	0.21%
217	5074-001-001 MIGI CELAURO AND JUAN M TRUST CELAURO AND JUAN-	11,147	11,147	\$120.65	9,706	9,706	\$191.71	88	127	215	\$216.65	\$529.01	0.41%
218	5066-008-022 CALDILLO ELYSSA TRUST CALDILLO FAMILY TRUST	6,093	6,093	\$65.95	5,692	5,692	\$112.43	50	0	50	\$50.38	\$228.76	0.18%
219	5066-008-001 CALDILLO ELYSSA TRUST CALDILLO FAMILY TRUST	12,689	12,689	\$137.34	20,880	20,880	\$412.42	100	127	227	\$228.74	\$778.51	0.60%
220	5066-007-023 RUMACK TRUSTS PARTNERSHIP	10,561	10,561	\$114.31	5,330	5,330	\$108.28	122	86	208	\$209.60	\$429.18	0.33%
221	5066-007-023 RUMACK TRUSTS PARTNERSHIP	20,444	20,444	\$221.28	0	0	\$0.00	124	330	454	\$467.48	\$668.91	0.57%
222	5066-007-023 RUMACK TRUSTS PARTNERSHIP	4,000	4,000	\$42.21	0	0	\$0.00	30	130	160	\$161.23	\$203.44	0.16%
223	5066-007-023 RUMACK TRUSTS PARTNERSHIP	7,625	7,625	\$82.53	0	0	\$0.00	31	0	31	\$31.24	\$74.86	0.06%
224	5066-004-021 CETINA ORLANDO SR AND MARTHA TRUST CETINA FAMILY T	13,987	13,987	\$151.60	4,963	4,963	\$88.03	61	125	186	\$187.43	\$397.99	0.29%
225	5066-004-024 CETINA ORLANDO SR AND MARTHA TRUST CETINA FAMILY T	42,000	42,000	\$454.59	6,758	6,758	\$133.48	98	132	230	\$231.76	\$516.75	0.40%
226	5066-004-021 ISMAEL JASON H CO. TRUST	14,611	14,611	\$151.85	17,940	17,940	\$364.35	200	140	340	\$342.39	\$1,111.25	0.85%
227	5066-004-021 KEY HOLDINGS GROUP LLC	7,002	7,002	\$75.79	0	0	\$0.00	100	0	100	\$241.94	\$383.49	0.29%
228	5066-004-033 HYUN DONG HI	6,989	6,989	\$75.75	9,408	9,408	\$185.63	50	0	50	\$50.38	\$112.00	0.09%
229	5066-003-027 CITY REAL ESTATE INVESTMENTS LLC	19,958	19,958	\$216.02	7,770	7,770	\$153.47	50	0	50	\$50.38	\$112.00	0.09%
230	5066-003-042 POWEST LLC	13,471	13,471	\$145.81	242	242	\$4.78	143	280	423	\$426.56	\$1,111.70	0.85%
231	5066-002-040 BAY CITIES DISCOUNT KITCHEN	7,173	7,173	\$77.64	36,938	36,938	\$769.11	91	137	228	\$229.75	\$390.87	0.29%
232	5066-002-021 MOSHEG ESHAN OLLA COMPANY TRUST MOSHEG ESHAN OLLA	13,223	13,223	\$143.12	5,715	5,715	\$112.88	48	130	188	\$189.35	\$309.33	0.24%
233	5066-002-020 MOSHEG ESHAN OLLA COMPANY TRUST MOSHEG ESHAN OLLA	6,607	6,607	\$72.16	0	0	\$0.00	48	137	185	\$187.09	\$293.06	0.23%
234	5066-001-055 1300 SOUTH VERMONT LLC	6,811	6,811	\$73.72	4,010	4,010	\$79.21	48	0	48	\$48.38	\$129.20	0.10%
235	5066-001-004 FLORES JOSE R JR	12,226	12,226	\$132.33	17,588	17,588	\$347.00	88	140	228	\$229.75	\$429.18	0.33%
236	5066-001-002 RUBIN IDA TRUST IDA RUBIN TRUST	6,812	6,812	\$73.73	1,811	1,811	\$35.77	49	0	49	\$49.38	\$129.20	0.10%
237	5066-001-001 RUBIN IDA TRUST IDA RUBIN TRUST	13,628	13,628	\$147.50	9,760	9,760	\$192.78	97	140	237	\$238.82	\$429.18	0.33%
Zone 1 Sub Totals		4,042,390	4,022,059	\$43,533.33	2,203,989	2,203,989	\$43,533.33	18,365	24,837	43,202	\$43,533.33	\$130,599.99	99.99%

	Total Budget = \$130,600	Assessment Totals	Asset Rates
33%	Lot Area Factor = Zone 1 Lot Area SF Rate	\$43,533	\$0.0105
33%	Improvement Area Factor = Zone 1 Improvement Area SF Rate	\$43,533	\$0.0198
33%	Street Frontage Factor Zone 1 Street Frontage SF Rate	\$43,533	\$1.0077

**ATTACHMENT 2**

**BLQ-PICO PBID INTERCEPT SURVEY  
RESPONSE SUMMARY  
CONDUCTED  
FEBRUARY 28 AND MARCH 2, 2013**

WHITNEY & WHITNEY, INC.

March 26, 2013

Robert Merrell, P.E.  
Merit Civil Engineering, Inc  
12391 Lewis Street, Suite 201  
Garden Grove, CA 92840

**Re: Statistical Certification of Intercept Survey Quantifying General and Special Benefits in the BLQ-Pico BID Area**

**Dear Mr. Merrell:**

This letter certifies the statistical validity of the results of an Intercept Survey that was conducted of the proposed Byzantine Latino Quarter ("BLQ")-Pico Property Business District administered by Mr. Donald Duckworth on February 28 and March 3, 2013 for your use in preparing an Engineer's Report for that District.

Study Approach and Methodology

As a component in the preparation of the Engineer's Report, a pedestrian intercept survey was conducted within the proposed District's boundaries to determine the degree to which respondents engage in any type of commercial activity (that includes patronizing an eating establishment; shopping; visiting a professional or personal service business; attending church; or attending school) or live within that area.

The survey included 565 initial respondents and was conducted on February 28 and March 2, 2013 at separate locations throughout the District. Significant efforts were made to include an unbiased cross section of participants by sampling over an extended period of time during the two dates of the survey. In this regard, the surveyors randomly selected potential candidates, then proceeded to ask a series of questions and personally recorded the answers on a tally sheet.

Of the 565 initial respondents, 19 respondents either did not respond to all of the questions or answered a single question twice; given these anomalies, their responses were not included in the final sample of 546 completed surveys that were used to summarize survey results and to draw conclusions regarding the statistical validity of the survey process.

Survey Findings

Of those 546 valid survey responders, 521 individuals or 95.42% of the total indicated that they would engage in (or intended to engage in) at least one of the described commercial activities within the District as opposed to simply "stroll, walk around, or make a transit connection" (i.e. just pass through the District) without conducting any business purpose.

A companion question related to the reason for survey respondents to visit the District inquired as to whether or not certain District services influenced their decision to visit. The survey also found that of the 546 respondents, 535 individuals or 97.99% of the total, indicated that at least one of the District Services contributed to their decision to come into the area.

A final Survey Response Summary is attached for your use in preparing the Engineer's Report.

Mr. Robert Merrell  
March 26, 2013  
Page 2

#### Statistical Validation of Survey Results

Typically, in this type of survey where there has been a random sampling of a larger "universe" which cannot be canvassed in an economic manner, the survey size is a prime indicator of the likely validity of the survey's results, i.e. that the results are a proper reflection of what would be found if all District visitors were contacted. Given that the survey had 546 respondents, there is the 95.72% likelihood that it is a proper reflection of the entire District population; correspondingly, there is only a 4.28% chance that it is not an accurate reflection (or less than a one in twenty chance). Based upon this high degree of probability with respect to the survey's accuracy, it is our belief that the results can be relied upon by the District in its calculations of special and general benefit, and recommend that the District Engineer act accordingly.

#### Statistical Test of the Likely Accuracy of Sample Results

##### **Calculation of Likelihood that the Sample is an Accurate Reflection of the District's Total Population**

Solve for "b", where "b" is the percentage reflecting the likelihood that  
the sample is not a reflection of the Total Population

$$\begin{aligned}1/b^2 &= 546 \\b^2 &= 1/546 \\b^2 &= 0.001832 \\b &= 0.042802 \quad \text{or } 4.28\%\end{aligned}$$

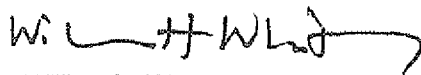
Thus, the likelihood that the sample is accurate is 95.72% where

$$100.00\% - 4.28\% = 95.72\%$$

\* \* \* \* \*

If you have any questions, please contact me. It has been a pleasure serving you with a statistical review  
of your research for the District.

WHITNEY & WHITNEY, INC.



William H. Whitney, Ph.D.

WHITNEY & WHITNEY, INC.

**BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

#	Survey ID	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
		Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
1		1						1	1	1				1		1
2		1							1	1				1		1
3		1	1						1	1				1		1
4		1	1						1	1				1		1
5			1													
6		1						1	1	1				1		1
7		1							1	1				1		1
8		1			1									1		1
9		1												1		1
10		1												1		1
11			1						1	1						
12			1						1	1				1		1
13			1						1	1				1		1
14			1						1	1				1		1
15			1						1	1				1		1
16		1												1		1
17		1			1									1		1
18		1												1		1
19		1												1		1
20		1												1		1
21		1												1		1
22		1												1		1
23		1												1		1
24		1												1		1
25		1												1		1
26		1												1		1
27		1												1		1
28		1												1		1
29		1												1		1
30		1	1											1		1
31		1	1											1		1
32		1	1											1		1
33		1												1		1
34				1										1		1
35			1											1		1
36		1												1		1
37		1												1		1
38		1												1		1
39		1												1		1
40		1												1		1
41		1												1		1
42		1												1		1
43														1		1
44		1		1										1		1
45		1												1		1
46		1												1		1
47		1												1		1
48			1											1		1
49		1												1		1
50		1												1		1
51		1												1		1
52				1										1		1
53		1												1		1
54		1												1		1
55		1				1								1		1
56		1												1		1
57		1		1										1		1
58		1												1		1
59		1		1										1		1
60		1												1		1
61		1												1		1

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
 CONDUCTED 2/28/13 3/2/13

Survey ID #	Attend or visit a church			Attend School			General Benefit Response		Count
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely			
1		1	1			1	FALSE	0	
2			1			1	FALSE	0	
3	1		1			1	FALSE	0	
4			1			1	FALSE	0	
5			1	1			FALSE	0	
6			1				FALSE	0	
7	1		1			1	FALSE	0	
8			1			1	FALSE	0	
9			1			1	TRUE	1	
10			1			1	FALSE	0	
11			1			1	FALSE	0	
12		1				1	FALSE	0	
13		1			1	1	FALSE	0	
14	1					1	FALSE	0	
15		1		1			FALSE	0	
16	1					1	FALSE	0	
17	1					1	FALSE	0	
18	1					1	FALSE	0	
19	1					1	FALSE	0	
20	1					1	FALSE	0	
21	1					1	FALSE	0	
22	1					1	FALSE	0	
23			1			1	FALSE	0	
24			1	1			FALSE	0	
25	1					1	FALSE	0	
26	1					1	FALSE	0	
27	1					1	FALSE	0	
28			1			1	FALSE	0	
29			1	1			FALSE	0	
30	1					1	FALSE	0	
31	1					1	FALSE	0	
32	1		1			1	FALSE	0	
33			1			1	TRUE	1	
34			1			1	FALSE	0	
35	1			1			FALSE	0	
36	1						FALSE	0	
37	1						FALSE	0	
38	1			1			FALSE	0	
39			1			1	FALSE	0	
40	1					1	FALSE	0	
41	1					1	FALSE	0	
42	1					1	FALSE	0	
43	1					1	FALSE	0	
44	1			1			FALSE	0	
45	1					1	FALSE	0	
46	1					1	FALSE	0	
47			1				FALSE	0	
48	1			1			FALSE	0	
49	1			1			FALSE	0	
50	1			1			FALSE	0	
51	1			1			FALSE	0	
52			1			1	FALSE	0	
53			1			1	FALSE	0	
54	1					1	FALSE	0	
55		1		1			FALSE	0	
56	1					1	FALSE	0	
57			1			1	FALSE	0	
58	1			1		1	FALSE	0	
59			1			1	FALSE	0	
60			1			1	FALSE	0	
61			1			1	TRUE	1	

**BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

# of Aveys	ID #	Chaliness, like extra trash pick-up, steam cleaning, and graffiti removal				Marketing & promotions like street light banners, flags & bright signs				BID Svcs Not Important	Do you live within the boundaries of the BLO-Pico Business Improvement District			Date/Time		Location	
		Very Important	Somewhat Imp	Not at All Impo	No Respon	Very Important	Somewhat Imp	Not at All Impo	No Respon		Yes	No	No Respon	Survey Date	AM		PM
1	1	1															Belmont
2	2	1									1						Belmont
3	3	1									1						Belmont
4	4	1									1						Belmont
5	5	1									1						Beverly
6	6	1									1						Beverly
7	7	1									1						Beverly
8	8	1									1						Catalina
9	9	1									1						Catalina
10	10	1									1						Kennore
11	11	1									1						2885 Pico
12	12	1									1						Fedex
13	13	1									1						3000 Pico
14	14	1									1						3014 Pico
15	15	1									1						Normandie
16	16	1									1						2736 Pico
17	17	1									1						2736 Pico
18	18	1									1						Normandie
19	19	1									1						Normandie
20	20	1									1						Normandie
21	21	1									1						Irish
22	22	1									1						Acmore
23	23	1									1						Acmore
24	24	1									1						Acmore
25	25	1									1						Acmore
26	26	1									1						Acmore
27	27	1									1						Acmore
28	28	1									1						Acmore
29	29	1									1						Acmore
30	30	1									1						Acmore
31	31	1									1						Acmore
32	32	1									1						Acmore
33	33	1									1						Acmore
34	34	1									1						Acmore
35	35	1									1						Acmore
36	36	1									1						Acmore
37	37	1									1						Acmore
38	38	1									1						Acmore
39	39	1									1						Acmore
40	40	1									1						Acmore
41	41	1									1						Acmore
42	42	1									1						Acmore
43	43	1									1						Acmore
44	44	1									1						Acmore
45	45	1									1						Acmore
46	46	1									1						Acmore
47	47	1									1						Acmore
48	48	1									1						Acmore
49	49	1									1						Acmore
50	50	1									1						Acmore
51	51	1									1						Acmore
52	52	1									1						Acmore
53	53	1									1						Acmore
54	54	1									1						Acmore
55	55	1									1						Acmore
56	56	1									1						Acmore
57	57	1									1						Acmore
58	58	1									1						Acmore
59	59	1									1						Acmore
60	60	1									1						Acmore
61	61	1									1						Acmore

**BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

# of Surveys	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
62	1	1											1		
63															
64	1												1		
65															
66				1											
67			1												
68			1												
69		1								1					
70															
71	1														
72															
73															
74															
75			1												
76															
77															
78															
79															
80															
81															
82		1													
83															
84															
85															
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98															
99															
100															
101		1													
102															
103															
104															
105															
106															
107															
108															
109															
110			1												
111															
112															
113															
114															
115															
116		1													
117		1													
118		1													
119															
120		1													
121															
122															



**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

# Survey ID #	Attend or visit a church			Attend School			General Benefit Response		Count
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	FALSE	TRUE	
62	1						FALSE	0	
63			1			1	TRUE	1	
64	1			1		1	FALSE	0	
65			1			1	FALSE	0	
66			1			1	FALSE	0	
67	1			1		1	FALSE	0	
68						1	FALSE	0	
69	1					1	FALSE	0	
70	1					1	FALSE	0	
71	1			1		1	FALSE	0	
72	1					1	FALSE	0	
73	1					1	FALSE	0	
74	1					1	FALSE	0	
75		1				1	FALSE	0	
76	1				1	1	FALSE	0	
77	1					1	FALSE	0	
78		1				1	FALSE	0	
79			1			1	FALSE	0	
80	1					1	FALSE	0	
81	1					1	FALSE	0	
82	1					1	FALSE	0	
83	1				1	1	FALSE	0	
84		1				1	FALSE	0	
85	1					1	FALSE	0	
86	1					1	FALSE	0	
87	1			1		1	FALSE	0	
88	1					1	FALSE	0	
89	1			1		1	FALSE	0	
90	1					1	FALSE	0	
91	1					1	FALSE	0	
92	1					1	FALSE	0	
93	1				1	1	FALSE	0	
94	1					1	FALSE	0	
95	1					1	FALSE	0	
96	1					1	FALSE	0	
97			1			1	FALSE	0	
98			1			1	FALSE	0	
99	1				1	1	FALSE	0	
100			1			1	FALSE	0	
101		1			1	1	FALSE	0	
102			1			1	FALSE	0	
103	1					1	FALSE	0	
104	1					1	FALSE	0	
105	1			1		1	FALSE	0	
106	1					1	FALSE	0	
107	1				1	1	FALSE	0	
108			1			1	FALSE	0	
109	1					1	FALSE	0	
110			1			1	FALSE	0	
111	1			1		1	FALSE	0	
112	1			1		1	FALSE	0	
113	1					1	FALSE	0	
114			1			1	FALSE	0	
115	1					1	FALSE	0	
116			1			1	FALSE	0	
117			1			1	FALSE	0	
118			1		1	1	TRUE	1	
119			1			1	FALSE	0	
120			1			1	FALSE	0	
121	1					1	FALSE	0	
122						1	FALSE	0	

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID#					Date/Time					Location					
Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal					Marketing & promotions like street light banners, flags & bright signs					BLQ Signs Not Important					
Do you live within the boundaries of the BLQ-Pico Business Improvement District															
ID #	Very Important	Somewhat Imp	Not at All Impo	No Respon	Very Important	Somewhat Imp	Not at All Impo	No Respon	Yes	No	No Respon	Survey Date	AM	PM	Cross Streets
62	1								1			2/28/2013	1		Berendo
63	1								1			2/28/2013	1		Vermont
64	1								1			2/28/2013	1		Berendo
65	1								1			2/28/2013	1		Catalina
66	1								1			2/28/2013	1		Catalina
67	1								1			2/28/2013	1		Kennore
68	1								1			2/28/2013	1		Kennore
69	1								1			2/28/2013	1		Kennore
70	1								1			2/28/2013	1		Kennore
71	1								1			2/28/2013	1		Kennore
72	1								1			2/28/2013	1		Normandie
73	1								1			2/28/2013	1		Normandie
74	1								1			2/28/2013	1		Normandie
75	1								1			2/28/2013	1		Iolo
76	1								1			2/28/2013	1		Admore
77	1								1			2/28/2013	1		Kingsley
78	1								1			2/28/2013	1		Western
79	1								1			2/28/2013	1		Western
80	1								1			2/28/2013	1		Kennore
81	1								1			2/28/2013	1		Vermont
82	1								1			2/28/2013	1		Catalina
83	1								1			2/28/2013	1		2559 Pico
84	1								1			2/28/2013	1		2567 Pico
85	1								1			2/28/2013	1		2567 Pico
86	1								1			2/28/2013	1		2567 Pico
87	1								1			2/28/2013	1		2567 Pico
88	1								1			2/28/2013	1		Manpossa
89	1								1			2/28/2013	1		Manpossa
90	1								1			2/28/2013	1		Manpossa
91	1								1			2/28/2013	1		Manpossa
92	1								1			2/28/2013	1		Manpossa
93	1								1			2/28/2013	1		Manpossa
94	1								1			2/28/2013	1		Manpossa
95	1								1			2/28/2013	1		Normandie
96	1								1			2/28/2013	1		Admore
97	1								1			2/28/2013	1		Admore
98	1								1			2/28/2013	1		Western
99	1								1			2/28/2013	1		Hobart
100	1								1			2/28/2013	1		Hobart
101	1								1			2/28/2013	1		Western
102	1								1			2/28/2013	1		Western
103	1								1			2/28/2013	1		Kingsley
104	1								1			2/28/2013	1		Admore
105	1								1			2/28/2013	1		Admore
106	1								1			2/28/2013	1		Normandie
107	1								1			2/28/2013	1		Normandie
108	1								1			2/28/2013	1		Normandie
109	1								1			2/28/2013	1		Fedora
110	1								1			2/28/2013	1		Fedora
111	1								1			2/28/2013	1		Kennore
112	1								1			2/28/2013	1		Kennore
113	1								1			2/28/2013	1		Kennore
114	1								1			2/28/2013	1		Kennore
115	1								1			2/28/2013	1		Catalina
116	1								1			2/28/2013	1		Catalina
117	1								1			2/28/2013	1		Vermont
118	1								1			2/28/2013	1		Vermont
119	1								1			2/28/2013	1		Vermont
120	1								1			2/28/2013	1		Vermont
121	1								1			2/28/2013	1		Vermont
122	1								1			2/28/2013	1		New Hampshire

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
 CONDUCTED 2/28/13 3/2/13

ID #	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
123	1		1	1		1	1		1	1		1	1		1
124	1			1	1		1	1		1	1		1	1	
125	1			1	1		1	1		1	1		1	1	
126	1			1	1		1	1		1	1		1	1	
127	1			1	1		1	1		1	1		1	1	
128	1			1	1		1	1		1	1		1	1	
129	1			1	1		1	1		1	1		1	1	
130	1			1	1		1	1		1	1		1	1	
131	1			1	1		1	1		1	1		1	1	
132	1			1	1		1	1		1	1		1	1	
133	1			1	1		1	1		1	1		1	1	
134	1			1	1		1	1		1	1		1	1	
135	1	1		1	1		1	1		1	1		1	1	
136	1			1	1		1	1		1	1		1	1	
137	1			1	1		1	1		1	1		1	1	
138	1			1	1		1	1		1	1		1	1	
139	1			1	1		1	1		1	1		1	1	
140	1			1	1		1	1		1	1		1	1	
141	1			1	1		1	1		1	1		1	1	
142	1			1	1		1	1		1	1		1	1	
143	1			1	1		1	1		1	1		1	1	
144	1		1	1	1		1	1		1	1		1	1	
145	1			1	1		1	1		1	1		1	1	
146	1			1	1		1	1		1	1		1	1	
147	1			1	1		1	1		1	1		1	1	
148	1	1		1	1		1	1		1	1		1	1	
149	1			1	1		1	1		1	1		1	1	
150	1			1	1		1	1		1	1		1	1	
151	1			1	1		1	1		1	1		1	1	
152	1			1	1		1	1		1	1		1	1	
153	1			1	1		1	1		1	1		1	1	
154	1			1	1		1	1		1	1		1	1	
155	1			1	1		1	1		1	1		1	1	
156	1		1	1	1		1	1		1	1		1	1	
157	1			1	1		1	1		1	1		1	1	
158	1			1	1		1	1		1	1		1	1	
159	1			1	1		1	1		1	1		1	1	
160	1			1	1		1	1		1	1		1	1	
161	1			1	1		1	1		1	1		1	1	
162	1	1		1	1		1	1		1	1		1	1	
163	1			1	1		1	1		1	1		1	1	
164	1	1		1	1		1	1		1	1		1	1	
165	1			1	1		1	1		1	1		1	1	
166	1			1	1		1	1		1	1		1	1	
167	1			1	1		1	1		1	1		1	1	
168	1			1	1		1	1		1	1		1	1	
169	1			1	1		1	1		1	1		1	1	
170	1		1	1	1		1	1		1	1		1	1	
171	1			1	1		1	1		1	1		1	1	
172	1	1		1	1		1	1		1	1		1	1	
173	1	1		1	1		1	1		1	1		1	1	
174	1	1		1	1		1	1		1	1		1	1	
175	1		1	1	1		1	1		1	1		1	1	
176	1			1	1		1	1		1	1		1	1	
177	1			1	1		1	1		1	1		1	1	
178	1			1	1		1	1		1	1		1	1	
179	1			1	1		1	1		1	1		1	1	
180	1			1	1		1	1		1	1		1	1	
181	1			1	1		1	1		1	1		1	1	
182	1			1	1		1	1		1	1		1	1	
183	1			1	1		1	1		1	1		1	1	

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
 CONDUCTED 2/28/13 3/2/13

# of Survey	Attend or visit a church			Attend School			General Benefit Response		Count
	Very likely	Somewhat Likely	Not at All Likely	Very likely	Somewhat Likely	Not at All Likely			
123		1	1		1	1	FALSE	0	
124			1			1	FALSE	0	
125							FALSE	0	
126	1			1			FALSE	0	
127	1			1			FALSE	0	
128	1			1			FALSE	0	
129	1					1	FALSE	0	
130	1					1	FALSE	0	
131	1						FALSE	0	
132	1			1			FALSE	0	
133	1			1			FALSE	0	
134	1					1	TRUE	1	
135			1			1	FALSE	0	
136	1						FALSE	0	
137	1			1			FALSE	0	
138	1			1			FALSE	0	
139	1					1	FALSE	0	
140	1					1	FALSE	0	
141	1			1			FALSE	0	
142	1			1		1	FALSE	0	
143	1						FALSE	0	
144	1			1			FALSE	0	
145			1			1	FALSE	0	
146	1			1			FALSE	0	
147	1			1			FALSE	0	
148	1					1	FALSE	0	
149		1	1			1	FALSE	0	
150							FALSE	0	
151	1			1			FALSE	0	
152			1			1	FALSE	0	
153			1	1			FALSE	0	
154			1			1	FALSE	0	
155			1			1	TRUE	1	
156			1			1	FALSE	0	
157	1					1	FALSE	0	
158			1			1	FALSE	0	
159	1					1	FALSE	0	
160	1					1	FALSE	0	
161			1			1	FALSE	0	
162			1			1	FALSE	0	
163			1			1	FALSE	0	
164			1			1	FALSE	0	
165			1			1	FALSE	0	
166	1					1	FALSE	0	
167			1			1	FALSE	0	
168			1			1	FALSE	0	
169			1			1	TRUE	1	
170			1			1	FALSE	0	
171			1			1	TRUE	1	
172			1			1	FALSE	0	
173	1					1	FALSE	0	
174			1			1	FALSE	0	
175			1			1	FALSE	0	
176			1			1	FALSE	0	
177	1					1	FALSE	0	
178	1					1	FALSE	0	
179	1					1	FALSE	0	
180			1			1	FALSE	0	
181			1			1	FALSE	0	
182	1			1			FALSE	0	
183	1					1	FALSE	0	

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID#	Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal			Marketing & promotions like street light banners, flags & bright signs			BLQ Survey Not Important	Do you live within the boundaries of the BLQ-Pico Business Improvement District			Date/Time		Location
	Very Important	Somewhat Imp	Not at All Impo	Very Important	Somewhat Imp	Not at All Impo		Yes	No	No Respon	AM	PM	
123	1	1		1						1			New Hampshire
124	1			1				1	1		1		New Hampshire
125	1			1				1			1		Catalina
126	1			1				1			1		Catalina
127	1			1				1			1		Catalina
128	1			1				1			1		Catalina
129	1			1				1			1		Dewey
130	1			1				1			1		Dewey
131	1			1				1			1		Peoria
132	1			1				1			1		Mariposa
133	1			1				1			1		Mariposa
134	1			1				1			1		Normandie
135	1			1				1			1		Indio
136	1			1				1			1		Arduine
137	1			1				1			1		Arduine
138	1			1				1			1		Arduine
139	1			1				1			1		Arduine
140	1			1				1			1		Arduine
141	1			1				1			1		Arduine
142	1			1				1			1		Arduine
143	1			1				1			1		Arduine
144	1			1				1			1		Arduine
145	1			1				1			1		Arduine
146	1			1				1			1		Arduine
147	1			1				1			1		Arduine
148	1			1				1			1		Arduine
149	1			1				1			1		Arduine
150	1			1				1			1		Arduine
151	1			1				1			1		Arduine
152	1			1				1			1		Arduine
153	1			1				1			1		Arduine
154	1			1				1			1		Arduine
155	1			1				1			1		Arduine
156	1			1				1			1		Arduine
157	1			1				1			1		Arduine
158	1			1				1			1		Arduine
159	1			1				1			1		Arduine
160	1			1				1			1		Arduine
161	1			1				1			1		Arduine
162	1			1				1			1		Arduine
163	1			1				1			1		Arduine
164	1			1				1			1		Arduine
165	1			1				1			1		Arduine
166	1			1				1			1		Arduine
167	1			1				1			1		Arduine
168	1			1				1			1		Arduine
169	1			1				1			1		Arduine
170	1			1				1			1		Arduine
171	1			1				1			1		Arduine
172	1			1				1			1		Arduine
173	1			1				1			1		Arduine
174	1			1				1			1		Arduine
175	1			1				1			1		Arduine
176	1			1				1			1		Arduine
177	1			1				1			1		Arduine
178	1			1				1			1		Arduine
179	1			1				1			1		Arduine
180	1			1				1			1		Arduine
181	1			1				1			1		Arduine
182	1			1				1			1		Arduine
183	1			1				1			1		Arduine

**BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID#	Strut or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
184	1						1			1			1		
185	1						1			1			1		
186	1						1			1			1		
187	1						1			1			1		
188	1						1			1			1		
189	1						1			1			1		
190	1						1			1			1		
191	1						1			1			1		
192	1						1			1			1		
193	1						1			1			1		
194	1						1			1			1		
195	1						1			1			1		
196	1						1			1			1		
197	1						1			1			1		
198	1						1			1			1		
199	1						1			1			1		
200	1						1			1			1		
201	1						1			1			1		
202	1						1			1			1		
203	1						1			1			1		
204	1						1			1			1		
205	1						1			1			1		
206	1						1			1			1		
207	1						1			1			1		
208	1						1			1			1		
209	1						1			1			1		
210	1						1			1			1		
211	1						1			1			1		
212	1						1			1			1		
213	1						1			1			1		
214	1						1			1			1		
215	1						1			1			1		
216	1						1			1			1		
217	1						1			1			1		
218	1						1			1			1		
219	1						1			1			1		
220	1						1			1			1		
221	1						1			1			1		
222	1						1			1			1		
223	1						1			1			1		
224	1						1			1			1		
225	1						1			1			1		
226	1						1			1			1		
227	1						1			1			1		
228	1						1			1			1		
229	1						1			1			1		
230	1						1			1			1		
231	1						1			1			1		
232	1						1			1			1		
233	1						1			1			1		
234	1						1			1			1		
235	1						1			1			1		
236	1						1			1			1		
237	1						1			1			1		
238	1						1			1			1		
239	1						1			1			1		
240	1						1			1			1		
241	1						1			1			1		
242	1						1			1			1		
243	1						1			1			1		
244	1						1			1			1		

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID#	Attend or visit a church			Attend School			General Benefit Response		Count
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely			
184	1	1				1	FALSE	0	
185	1			1		1	FALSE	0	
186							FALSE	0	
187	1		1			1	FALSE	0	
188	1					1	FALSE	0	
189	1			1			FALSE	0	
190	1			1			FALSE	0	
191	1			1			FALSE	0	
192	1			1			FALSE	0	
193	1			1			FALSE	0	
194	1					1	FALSE	0	
195	1		1			1	FALSE	0	
196	1			1		1	FALSE	0	
197			1			1	FALSE	0	
198			1			1	FALSE	0	
199	1			1		1	FALSE	0	
200			1			1	FALSE	0	
201			1			1	FALSE	0	
202	1					1	FALSE	0	
203			1				FALSE	0	
204	1			1			FALSE	0	
205	1			1			FALSE	0	
206	1			1			FALSE	0	
207	1			1		1	FALSE	0	
208	1			1			FALSE	0	
209	1			1		1	FALSE	0	
210	1			1			FALSE	0	
211	1			1			FALSE	0	
212	1			1			FALSE	0	
213	1					1	FALSE	0	
214			1			1	FALSE	0	
215	1					1	FALSE	0	
216	1						FALSE	0	
217			1			1	FALSE	0	
218		1					FALSE	0	
219	1			1			FALSE	0	
220		1				1	FALSE	0	
221	1			1			FALSE	0	
222	1			1			FALSE	0	
223	1				1		FALSE	0	
224	1					1	FALSE	0	
225	1		1			1	FALSE	0	
226	1			1		1	FALSE	0	
227	1					1	FALSE	0	
228	1					1	FALSE	0	
229			1				FALSE	0	
230	1			1			FALSE	0	
231	1						FALSE	0	
232	1			1			FALSE	0	
233	1					1	FALSE	0	
234	1					1	FALSE	0	
235	1					1	FALSE	0	
236		1					FALSE	0	
237	1					1	FALSE	0	
238	1					1	FALSE	0	
239	1					1	FALSE	0	
240	1					1	FALSE	0	
241			1			1	FALSE	0	
242			1			1	FALSE	0	
243	1		1			1	FALSE	0	
244							FALSE	0	

**BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID#					Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal				Marketing & promotions like street light banners, flags & bright signs				BID Svcs Not Important			Do you live within the boundaries of the BLO-Pico Business Improvement District			Date/Time			Location	
ID #	Very Important	Somewhat Imp	Not at All Impo	No Respon	Very Important	Somewhat Imp	Not at All Impo	No Respon		Yes	No	No Respon	Survey Date	AM	PM	Cross Streets							
184	1				1	1				1			2/28/2013		1	Magnolia							
185	1									1	1		2/28/2013		1	Magnolia							
186	1				1					1			2/28/2013		1	Magnolia							
187	1				1					1			2/28/2013		1	Elden							
188	1				1					1			2/28/2013		1	Elden							
189	1				1					1			2/28/2013		1	Elden							
190	1				1					1			2/28/2013		1	Magnolia							
191	1				1					1			2/28/2013		1	Magnolia							
192	1				1					1			2/28/2013		1	Magnolia							
193	1				1					1			2/28/2013		1	Magnolia							
194	1				1		1			1			2/28/2013		1	Hoover							
195	1				1					1			2/28/2013		1	Hoover							
196	1				1					1			2/28/2013		1	Hoover							
197	1				1					1			2/28/2013		1	Alvarado							
198	1				1					1			2/28/2013		1	Alvarado							
199	1				1					1			2/28/2013		1	Bonnie Brae							
200	1				1					1			2/28/2013		1	Bonnie Brae							
201	1				1					1			2/28/2013		1	Alvarado							
202	1				1					1			2/28/2013		1	Alvarado Terrace							
203	1				1					1			2/28/2013		1	Alvarado Terrace							
204	1				1					1			2/28/2013		1	Alvarado							
205	1				1					1			2/28/2013		1	Alvarado Terrace							
206	1				1					1			2/28/2013		1	Magnolia							
207	1				1					1			2/28/2013		1	Magnolia							
208	1				1		1			1			2/28/2013		1	Hoover							
209	1				1					1			2/28/2013		1	Hoover							
210	1					1	1			1			2/28/2013		1	Magnolia							
211	1					1				1			2/28/2013		1	Hoover							
212	1					1				1			2/28/2013		1	Hoover							
213	1						1			1			2/28/2013		1	Hoover							
214	1					1	1			1			2/28/2013		1	Hoover							
215	1					1	1			1			2/28/2013		1	Westlake							
216	1					1	1			1			2/28/2013		1	Alvarado							
217	1					1	1			1			2/28/2013		1	Alvarado							
218	1					1	1			1			2/28/2013		1	Alvarado							
219	1					1	1			1			2/28/2013		1	Alvarado							
220	1						1			1			2/28/2013		1	Alvarado							
221	1					1				1			2/28/2013		1	Alvarado							
222	1					1				1			2/28/2013		1	Alvarado							
223	1					1	1			1			2/28/2013		1	Alvarado							
224	1					1				1			2/28/2013		1	Alvarado							
225	1					1	1			1			2/28/2013		1	Alvarado							
226	1				1					1			2/28/2013		1	Alvarado Terrace							
227	1					1				1			2/28/2013		1	Alvarado Terrace							
228	1					1				1			2/28/2013		1	Alvarado Terrace							
229	1				1		1			1			2/28/2013		1	Alvarado Terrace							
230	1									1			2/28/2013		1	Alvarado Terrace							
231	1				1					1			2/28/2013		1	Alvarado Terrace							
232	1									1			2/28/2013		1	Alvarado Terrace							
233	1						1			1			2/28/2013		1	Alvarado Terrace							
234	1									1			2/28/2013		1	Alvarado Terrace							
235	1						1			1			2/28/2013		1	Westlake							
236	1						1			1			2/28/2013		1	Westlake							
237	1					1				1			2/28/2013		1	Westlake							
238	1						1			1			2/28/2013		1	Magnolia							
239	1					1				1			2/28/2013		1	Magnolia							
240	1				1					1			2/28/2013		1	Alvarado							
241	1						1			1			2/28/2013		1	Alvarado							
242	1									1			2/28/2013		1	Alvarado							
243	1				1		1			1			2/28/2013		1	Alvarado							
244	1									1			2/28/2013		1	Alvarado							



**BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

# ID Survey	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
245	1			1			1			1			1		
246	1			1			1			1			1		
247	1			1			1			1			1		
248	1			1			1			1			1		
249	1			1			1			1			1		
250	1			1			1			1			1		
251	1			1			1			1			1		
252	1			1			1			1			1		
253	1			1			1			1			1		
254	1			1			1			1			1		
255	1		1	1		1	1		1	1		1	1		1
256	1	1		1	1		1			1			1		
257	1			1			1			1			1		
258	1			1			1			1			1		
259	1			1			1			1			1		
260	1			1			1			1			1		
261	1			1			1			1			1		
262	1			1			1			1			1		
263	1			1			1			1			1		
264	1		1	1		1	1		1	1		1	1		1
265	1		1	1		1	1		1	1		1	1		1
266	1		1	1		1	1		1	1		1	1		1
267	1		1	1		1	1		1	1		1	1		1
268	1		1	1		1	1		1	1		1	1		1
269	1		1	1		1	1		1	1		1	1		1
270	1		1	1		1	1		1	1		1	1		1
271	1		1	1		1	1		1	1		1	1		1
272	1	1		1	1		1		1	1		1	1		1
273	1			1			1			1			1		
274	1			1			1			1			1		
275	1			1			1			1			1		
276	1			1			1			1			1		
277	1	1		1			1			1			1		
278	1			1			1			1			1		
279	1			1			1			1			1		
280	1			1			1			1			1		
281	1	1		1			1			1			1		
282	1			1			1			1			1		
283	1	1		1			1			1			1		
284	1			1			1			1			1		
285	1			1			1			1			1		
286	1			1			1			1			1		
287	1			1			1			1			1		
288	1	1		1			1			1			1		
289	1			1			1			1			1		
290	1	1		1			1			1			1		
291	1			1			1			1			1		
292	1		1	1			1			1			1		
293	1			1			1			1			1		
294	1			1			1			1			1		
295	1			1			1			1			1		
296	1			1			1			1			1		
297	1			1			1			1			1		
298	1			1			1			1			1		
299	1			1			1			1			1		
300	1			1			1			1			1		
301	1			1			1			1			1		
302	1		1	1			1			1			1		
303	1			1			1			1			1		
304	1			1			1			1			1		
305	1			1			1			1			1		

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

# Survey ID	Attend or visit a church			Attend School			General Benefit Response	Count
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely		
245	1			1		1	FALSE	0
246	1						FALSE	0
247	1						FALSE	0
248							FALSE	0
249		1	1		1	1	FALSE	0
250	1						FALSE	0
251	1			1		1	FALSE	0
252	1			1			FALSE	0
253		1				1	FALSE	0
254	1			1			FALSE	0
255			1			1	FALSE	0
256	1						FALSE	0
257		1			1	1	FALSE	0
258	1					1	FALSE	0
259	1					1	FALSE	0
260	1					1	FALSE	0
261	1						FALSE	0
262		1			1	1	FALSE	0
263			1			1	FALSE	0
264	1			1		1	FALSE	0
265							FALSE	0
266	1	1			1	1	FALSE	0
267							FALSE	0
268			1		1		FALSE	0
269			1			1	FALSE	0
270			1			1	TRUE	1
271	1			1			FALSE	0
272			1			1	FALSE	0
273							FALSE	0
274		1			1		FALSE	0
275	1			1			FALSE	0
276	1			1			FALSE	0
277		1			1		FALSE	0
278	1			1			FALSE	0
279	1			1			FALSE	0
280	1			1			FALSE	0
281		1			1		FALSE	0
282							FALSE	0
283	1	1		1	1		FALSE	0
284	1			1			FALSE	0
285	1			1			FALSE	0
286	1						FALSE	0
287							FALSE	0
288	1			1			FALSE	0
289	1			1			FALSE	0
290	1			1			FALSE	0
291			1			1	FALSE	0
292			1			1	FALSE	0
293							TRUE	0
294		1				1	FALSE	1
295	1			1			FALSE	0
296	1					1	FALSE	0
297		1				1	FALSE	0
298	1			1		1	FALSE	0
299							FALSE	0
300			1			1	FALSE	0
301						1	FALSE	0
302						1	FALSE	0
303			1			1	FALSE	0
304	1	1		1		1	FALSE	0
305							FALSE	0

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID #				Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal				Marketing & promotions like street light banners, flags & bright signs				BID Svcs Not Important		Do you live within the boundaries of the EL-Capito Business Improvement District			Date/Time		Location	
ID #	Very Important	Somewhat Imp	Not at All Impo	No Respon	Very Important	Somewhat Imp	Not at All Impo	No Respon	Yes	No	No Respon	Survey Date	AM	PM	Cross Streets					
245	1				1				1	1		2/28/2013		1	Arapahoe					
246	1				1				1			2/28/2013		1	Westlake					
247	1				1				1			2/28/2013		1	Alvarado Terrace					
248	1								1			2/28/2013		1	Bonnie Brae					
249	1				1				1			2/28/2013		1	Bonnie Brae					
250	1								1			2/28/2013		1	Alvarado Terrace					
251	1								1			2/28/2013		1	Westlake					
252	1								1			2/28/2013		1	Westlake					
253	1								1			2/28/2013		1	Alvarado					
254	1								1			2/28/2013		1	Alvarado					
255	1								1			2/28/2013		1	Alvarado					
256	1								1			2/28/2013		1	Alvarado					
257	1								1			2/28/2013		1	Alvarado					
258	1								1			2/28/2013		1	Alvarado					
259	1								1			2/28/2013		1	Alvarado					
260	1								1			2/28/2013		1	Alvarado					
261	1								1			2/28/2013		1	Alvarado					
262	1								1			2/28/2013		1	Alvarado					
263	1				1				1			2/28/2013		1	Alvarado					
264	1								1			2/28/2013		1	Alvarado Terrace					
265	1								1			2/28/2013		1	Alvarado Terrace					
266	1								1			2/28/2013		1	Alvarado Terrace					
267	1								1			2/28/2013		1	Westlake					
268		1							1			2/28/2013		1	Vermont					
269			1						1			2/28/2013		1	Vermont					
270	1			1					1			2/28/2013		1	Vermont					
271	1				1				1			2/28/2013		1	Vermont					
272	1				1				1			2/28/2013		1	Vermont					
273	1				1				1			2/28/2013		1	Vermont					
274	1					1			1			2/28/2013		1	Vermont					
275	1				1				1			2/28/2013		1	Mento					
276	1				1				1			2/28/2013		1	Mento					
277	1				1				1			2/28/2013		1	Mento					
278	1				1				1			2/28/2013		1	Mento					
279	1				1				1			2/28/2013		1	Elden					
280	1				1				1			2/28/2013		1	Elden					
281	1				1				1			2/28/2013		1	Elden					
282	1				1				1			2/28/2013		1	Agapote					
283	1					1			1			2/28/2013		1	Agapote					
284	1								1			2/28/2013		1	Hoover					
285	1				1				1			2/28/2013		1	Hoover					
286	1				1				1			2/28/2013		1	Hoover					
287	1				1				1			2/28/2013		1	Hoover					
288	1				1				1			2/28/2013		1	Hoover					
289	1				1				1			2/28/2013		1	Hoover					
290	1				1				1			2/28/2013		1	Hoover					
291	1				1				1			2/28/2013		1	Catalina					
292	1					1			1			2/28/2013		1	Alvarado					
293	1								1			2/28/2013		1	Magpolia					
294	1								1			2/28/2013		1	Magpolia					
295	1				1				1			2/28/2013		1	Weslenn					
296	1				1				1			2/28/2013		1	Elden					
297	1				1				1			2/28/2013		1	Hoover					
298	1				1				1			2/28/2013		1	Hoover					
299	1				1				1			2/28/2013		1	Alvarado					
300	1				1				1			2/28/2013		1	Alvarado					
301	1				1				1			2/28/2013		1	Westlake					
302	1				1				1			2/28/2013		1	Bonnie Brae					
303	1				1				1			2/28/2013		1	Bonnie Brae					
304	1				1				1			2/28/2013		1	Bonnie Brae					
305	1				1				1			2/28/2013		1	Union					

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
 CONDUCTED 2/28/13 3/2/13

#ID Keyring	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, barndustrial, auto repair, or grocery store		
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked
306			1			1			1	1					1
307			1		1				1	1					1
308										1					
309	1									1					1
310				1						1					
311			1		1					1					1
312				1						1					
313		1								1					
314		1								1					
315			1							1					1
316			1		1					1					1
317			1							1					1
318			1							1					1
319			1							1					1
320	1									1					
321					1					1					
322		1								1					1
323										1					
324	1									1					
325			1							1					1
326	1									1					
327	1									1					1
328	1									1					1
329	1									1					1
330	1									1					1
331	1									1					1
332	1									1					1
333	1									1					1
334	1									1					1
335	1									1					1
336	1									1					1
337	1									1					1
338			1							1					1
339	1									1					1
340	1									1					1
341	1									1					1
342	1									1					1
343	1									1					1
344	1									1					1
345	1									1					1
346	1									1					1
347	1									1					1
348	1		1							1					1
349	1									1					1
350										1					1
351			1							1					1
352	1									1					1
353	1									1					1
354	1									1					1
355	1									1					1
356	1									1					1
357		1								1					1
358	1									1					1
359	1									1					1
360		1								1					1
361	1									1					1
362			1							1					1
363		1								1					1
364			1							1					1
365		1								1					1
366	1									1					1

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
 CONDUCTED 2/28/13 3/2/13

Survey ID#	Attend or visit a church			Attend School			General Response	Count
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked		
306			1			1	FALSE	0
307			1			1	FALSE	0
308						1	FALSE	0
309	1			1			FALSE	0
310						1	FALSE	0
311						1	FALSE	0
312			1			1	FALSE	0
313							FALSE	0
314	1			1			FALSE	0
315			1			1	FALSE	0
316		1		1			FALSE	0
317						1	FALSE	0
318			1			1	FALSE	0
320						1	FALSE	0
321		1				1	FALSE	0
322			1			1	FALSE	0
323						1	FALSE	0
324	1					1	FALSE	0
325			1				FALSE	0
326							FALSE	0
327	1			1			FALSE	0
328							FALSE	0
329	1			1			FALSE	0
330							FALSE	0
331	1			1			FALSE	0
332					1		FALSE	0
333							FALSE	0
334							FALSE	0
335							FALSE	0
336							FALSE	0
337							FALSE	0
338							FALSE	0
339							FALSE	0
340							FALSE	0
341							FALSE	0
342							FALSE	0
343							FALSE	0
344							FALSE	0
345							FALSE	0
346							FALSE	0
347							FALSE	0
348							FALSE	0
349			1			1	FALSE	0
350							FALSE	0
351			1			1	FALSE	0
352							FALSE	0
353	1			1			FALSE	0
354							FALSE	0
355							FALSE	0
356							FALSE	0
357							TRUE	1
358							FALSE	0
359							FALSE	0
360			1			1	FALSE	0
361							FALSE	0
362							FALSE	0
363		1					FALSE	0
364			1				FALSE	0
365						1	TRUE	1
366	1			1			FALSE	0

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID#				Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal				Marketing & promotions like street light banners, flags & bright signs				Do you live within the boundaries of the BLQ-Pico Business Improvement District				Survey Date				Date/Time		Location	
ID #	Very Important	Somewhat Imp	Not at All Impo	No Respon	Very Important	Somewhat Imp	Not at All Impo	No Respon	BID Svcs Not Important	Yes	No	No Respon	3/2/2013	AM	PM	Cross Streets							
307	1				1						1		3/2/2013	1		Harvard							
308	1					1					1		3/2/2013	1		Kingsley							
309	1				1						1		3/2/2013	1		Andmore							
310	1				1						1		3/2/2013	1		Andmore							
311	1										1		3/2/2013	1		Nemandle							
312	1				1						1		3/2/2013	1		Manpoca							
313	1										1		3/2/2013	1		St. Thomas							
314	1										1		3/2/2013	1		St. Thomas							
315	1					1					1		3/2/2013	1		Nemandle							
316	1										1		3/2/2013	1		Nemandle							
317	1										1		3/2/2013	1		Manpoca							
318	1					1					1		3/2/2013	1		Dewey							
319	1										1		3/2/2013	1		Berendo							
320	1				1						1		3/2/2013	1		Berendo							
321	1										1		3/2/2013	1		Berendo							
322	1										1		3/2/2013	1		Berendo							
323	1										1		3/2/2013	1		Berendo							
324	1		1			1			1		1		3/2/2013	1		Vernont							
325	1					1							3/2/2013	1		Vernont							
326	1										1		3/2/2013	1		Western							
327	1										1		3/2/2013	1		Western							
328	1										1		3/2/2013	1		Western							
329	1										1		3/2/2013	1		Western							
330	1										1		3/2/2013	1		Western							
331	1										1		3/2/2013	1		Western							
332	1										1		3/2/2013	1		Western							
333	1										1		3/2/2013	1		Western							
334	1				1								3/2/2013	1		Vernont							
335	1										1		3/2/2013	1		Vernont							
336	1										1		3/2/2013	1		Vernont							
337	1					1					1		3/2/2013	1		New Hampshire							
338	1										1		3/2/2013	1		Vernont							
339	1										1		3/2/2013	1		New Hampshire							
340	1										1		3/2/2013	1		Berendo							
341	1										1		3/2/2013	1		Berendo							
342	1										1		3/2/2013	1		Everdo							
343	1										1		3/2/2013	1		Manpoca							
344	1				1						1		3/2/2013	1		Vernont							
345	1				1						1		3/2/2013	1		Vernont							
346	1				1						1		3/2/2013	1		Kemore							
347	1				1						1		3/2/2013	1		Nemandle							
348	1				1						1		3/2/2013	1		Nemandle							
349	1										1		3/2/2013	1		Catalina							
350	1				1						1		3/2/2013	1		Vernont							
351	1										1		3/2/2013	1		Vernont							
352	1				1						1		3/2/2013	1		Vernont							
353	1				1						1		3/2/2013	1		Vernont							
354	1				1						1		3/2/2013	1		New Hampshire							
355	1				1						1		3/2/2013	1		New Hampshire							
356	1				1						1		3/2/2013	1		New Hampshire							
357	1				1						1		3/2/2013	1		2538 Pico							
358	1				1						1		3/2/2013	1		New Hampshire							
359	1				1						1		3/2/2013	1		New Hampshire							
360	1				1						1		3/2/2013	1		New Hampshire							
361	1										1		3/2/2013	1		Berendo							
362	1				1						1		3/2/2013	1		Catalina							
363	1				1						1		3/2/2013	1		Catalina							
364	1		1		1						1		3/2/2013	1		Dewey							
365	1				1						1		3/2/2013	1		Factory							
366	1										1		3/2/2013	1									

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
CONDUCTED 2/28/13 3/2/13

Survey ID#	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
3677	1		1	1	3		1		1	1		1		1	1
3699	1			1					1	1			1		
370	1			1					1	1			1		
371	1								1						
372	1			1					1	1				1	1
373	1				1				1	1					
374	1								1	1			1		1
375	1								1	1					
376															
377	1	1							1				1		1
378										1			1		1
379	1	1							1	1			1		1
380	1								1	1			1		1
381	1								1	1			1		1
382	1								1	1			1		1
383	1								1	1			1		1
384			1						1	1					1
385			1						1	1					
386			1						1	1					
387	1				1				1	1			1		1
388	1								1	1			1		1
389				1					1	1			1		1
390	1	1		1					1	1			1		1
391				1					1	1			1		1
392	1			1					1	1			1		1
393	1			1					1	1			1		1
394									1	1			1		1
395			1						1	1			1		1
396			1						1	1			1		1
397	1								1	1			1		1
398	1								1	1			1		1
399	1			1					1	1			1		1
400	1			1					1	1			1		1
401			1						1	1			1		1
402		1							1	1			1		1
403				1					1	1			1		1
404	1	1							1	1			1		1
405									1	1			1		1
406			1						1	1			1		1
407	1				1				1	1			1		1
408									1	1			1		1
409	1	1							1	1			1		1
410		1							1	1			1		1
411	1								1	1			1		1
412	1			1					1	1			1		1
413	1								1	1			1		1
414	1				1				1	1			1		1
415	1				1				1	1			1		1
416	1				1				1	1			1		1
417	1				1				1	1			1		1
418	1								1	1			1		1
419	1				1				1	1			1		1
420	1				1				1	1			1		1
421			1						1	1			1		1
422	1				1				1	1			1		1
423			1						1	1			1		1
424			1						1	1			1		1
425									1	1			1		1
426	1	1							1	1			1		1
427									1	1			1		1

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

# ID #	Attend or visit a church			Attend School			General Benefit Response	Count
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely		
367	1					1	FALSE	0
368	1		1			1	FALSE	0
369						1	FALSE	0
370	1					1	FALSE	0
371	1					1	FALSE	0
372	1			1		1	FALSE	0
373	1		1			1	FALSE	0
374	1			1		1	FALSE	0
375			1			1	FALSE	0
376			1			1	TRUE	1
377	1			1		1	FALSE	0
378						1	FALSE	0
379	1		1			1	FALSE	0
380			1			1	FALSE	0
381	1					1	FALSE	0
382	1					1	FALSE	0
383	1					1	FALSE	0
384			1			1	FALSE	0
385	1					1	FALSE	0
386		1				1	FALSE	0
387	1					1	FALSE	0
388						1	FALSE	0
389		1				1	FALSE	0
390	1					1	FALSE	0
391		1				1	FALSE	0
392			1			1	FALSE	0
393	1					1	FALSE	0
394			1			1	FALSE	0
395			1			1	FALSE	0
396			1			1	FALSE	0
397			1			1	TRUE	1
398			1			1	TRUE	1
399	1					1	FALSE	0
400			1			1	FALSE	0
401	1					1	FALSE	0
402						1	FALSE	0
403	1					1	FALSE	0
404			1			1	FALSE	0
405			1			1	FALSE	0
406			1			1	FALSE	0
407		1				1	FALSE	0
408			1			1	FALSE	0
409			1			1	TRUE	1
410			1			1	TRUE	1
411			1			1	FALSE	0
412			1			1	FALSE	0
413			1			1	FALSE	0
414	1					1	FALSE	0
415			1			1	FALSE	0
416	1					1	FALSE	0
417			1			1	FALSE	0
418		1				1	FALSE	0
419			1			1	FALSE	0
420			1			1	FALSE	0
421			1			1	FALSE	0
422	1					1	FALSE	0
423						1	FALSE	0
424	1					1	FALSE	0
425	1					1	FALSE	0
426			1			1	FALSE	0
427			1			1	TRUE	1



**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID #	Cleanliness: like extra trash pick-up, steam cleaning, and graffiti removal			Marketing & promotions like street light banners, flags & bright signs			BID Syncs Not Important	Do you live within the boundaries of the BLQ-Pico Business Improvement District			Date/Time			Location
	Very Important	Somewhat Imp	Not at All Impo	Very Important	Somewhat Imp	Not at All Impo		Yes	No	No Respon	Survey Date	AM	PM	
367	1								1		3/2/2013	1		Fedora
368	1			1					1		3/2/2013	1		Fedora
369	1			1					1		3/2/2013	1		Fedora
370	1			1					1		3/2/2013	1		Mariposa
371	1			1					1		3/2/2013	1		Mariposa
372	1				1				1		3/2/2013	1		Mariposa
373	1				1				1		3/2/2013	1		Mariposa
374	1				1				1		3/2/2013	1		Mariposa
375	1			1					1		3/2/2013	1		Adinque
376	1								1		3/2/2013	1		Kenmore
377	1			1							3/2/2013	1		Dewey
378	1								1		3/2/2013	1		New Hampshire
379	1								1		3/2/2013	1		Normande
380	1								1		3/2/2013	1		Vermont
381	1								1		3/2/2013	1		Vermont
382	1								1		3/2/2013	1		Vermont
383	1								1		3/2/2013	1		Vermont
384	1			1					1		3/2/2013	1		New Hampshire
385	1								1		3/2/2013	1		Catalina
386	1								1		3/2/2013	1		Dewey
387	1								1		3/2/2013	1		Berendo
388	1								1		3/2/2013	1		Berendo
389	1			1					1		3/2/2013	1		Catalina
390	1			1					1		3/2/2013	1		Catalina
391	1			1					1		3/2/2013	1		Catalina
392	1			1					1		3/2/2013	1		Catalina
393	1								1		3/2/2013	1		Dewey
394	1			1					1		3/2/2013	1		Kenmore
395	1								1		3/2/2013	1		Kenmore
396	1								1		3/2/2013	1		Kenmore
397	1								1		3/2/2013	1		Kenmore
398	1								1		3/2/2013	1		Fedora
399	1								1		3/2/2013	1		Fedora
400	1								1		3/2/2013	1		Mariposa
401	1								1		3/2/2013	1		Mariposa
402	1								1		3/2/2013	1		Mariposa
403	1								1		3/2/2013	1		Mariposa
404	1								1		3/2/2013	1		Mariposa
405	1								1		3/2/2013	1		Vermont
406	1			1					1		3/2/2013	1		Vermont
407	1								1		3/2/2013	1		Vermont
408	1								1		3/2/2013	1		2525 Pico
409	1			1					1		3/2/2013	1		2525 Pico
410	1								1		3/2/2013	1		2525 Pico
411	1			1					1		3/2/2013	1		Berendo
412	1								1		3/2/2013	1		Berendo
413	1								1		3/2/2013	1		Berendo
414	1			1					1		3/2/2013	1		2669 Pico
415	1			1					1		3/2/2013	1		2669 Pico
416	1								1		3/2/2013	1		2669 Pico
417	1			1					1		3/2/2013	1		2669 Pico
418	1								1		3/2/2013	1		2669 Pico
419	1								1		3/2/2013	1		Western
420	1								1		3/2/2013	1		Western
421	1			1					1		3/2/2013	1		Hoover
422	1								1		3/2/2013	1		Hoover
423	1			1					1		3/2/2013	1		Western
424	1			1					1		3/2/2013	1		Western
425	1			1					1		3/2/2013	1		Western
426	1			1					1		3/2/2013	1		Western
427	1								1		3/2/2013	1		Western

**BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID #	Stroll or walk around or simply want to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked
428	1			1									1		
429	1				1										1
430	1					1				1					
431	1														1
432	1				1										
433	1														
434															
435															
436	1														
437	1														
438															
439	1														
440															
441		1													
442	1														
443	1														
444	1														
445	1														
446	1														
447	1														
448	1														
449	1														
450	1														
451															
452	1														
453															
454															
455															
456															
457															
458															
459															
460															
461															
462	1														
463	1														
464	1														
465															
466		1													
467	1														
468															
469															
470	1														
471															
472															
473	1														
474	1														
475	1														
476	1														
477	1														
478	1														
479	1														
480	1														
481	1														
482	1														
483	1														
484	1														
485	1														
486	1														
487	1														
488															

BLO-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
CONDUCTED 2/28/13 3/2/13

# Survey ID #	Attend or visit a church			Attend School			General Benefit Response		Count
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely			
428			1			1	FALSE	0	
429			1			1	FALSE	0	
430			1			1	TRUE	1	
431	1				1		FALSE	0	
432			1			1	FALSE	0	
433			1			1	FALSE	0	
434			1			1	FALSE	0	
435	1					1	FALSE	0	
436			1			1	TRUE	1	
437			1			1	TRUE	1	
438			1	1			FALSE	0	
439			1			1	FALSE	0	
440			1			1	FALSE	0	
441	1			1		1	FALSE	0	
442			1			1	FALSE	0	
443			1			1	FALSE	0	
444			1			1	FALSE	0	
445	1					1	FALSE	0	
446			1			1	FALSE	0	
447	1			1			FALSE	0	
448			1			1	TRUE	1	
449			1			1	FALSE	0	
450			1			1	FALSE	0	
451			1			1	FALSE	0	
452			1			1	FALSE	0	
453			1			1	FALSE	0	
454			1			1	FALSE	0	
455	1					1	FALSE	0	
456		1				1	FALSE	0	
457			1			1	FALSE	0	
458			1			1	FALSE	0	
459			1			1	FALSE	0	
460			1			1	FALSE	0	
461			1			1	FALSE	0	
462			1			1	FALSE	0	
463			1			1	FALSE	0	
464			1			1	FALSE	0	
465			1			1	FALSE	0	
466			1			1	FALSE	0	
467			1			1	FALSE	0	
468	1					1	FALSE	0	
469		1				1	FALSE	0	
470						1	FALSE	0	
471	1					1	FALSE	0	
472		1				1	FALSE	0	
473	1					1	FALSE	0	
474	1					1	FALSE	0	
475		1				1	FALSE	0	
476	1					1	FALSE	0	
477	1					1	FALSE	0	
478	1					1	FALSE	0	
479	1					1	FALSE	0	
480	1					1	FALSE	0	
481	1					1	FALSE	0	
482	1					1	FALSE	0	
483	1					1	FALSE	0	
484	1					1	FALSE	0	
485		1				1	FALSE	0	
486	1					1	FALSE	0	
487	1					1	FALSE	0	
488	1					1	FALSE	0	

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID#	Cleanliness: like extra trash pick-up, steam cleaning, and graffiti removal			Marketing & promotions like street light banners, flags & bright signs			BLQ Svcs Not Important	Do you live within the boundaries of the BLQ-Pico Business Improvement District			Date/Time			Location
	Very Important	Somewhat Imp	Not at All Impo.	Very Important	Somewhat Imp	Not at All Impo.		Yes	No	No Respon	Survey Date	AM	PM	
428	1							1			3/2/2013	1		Western
429		1						1			3/2/2013		1	Western
430	1							1			3/2/2013	1		Western
431	1			1		1		1			3/2/2013			Alvarado
432	1				1			1			3/2/2013		1	Alvarado
433	1							1			3/2/2013		1	Bonnie Brae
434	1			1				1			3/2/2012		1	Bonnie Brae
435	1			1				1			3/2/2013		1	Bonnie Brae
436	1			1				1			3/2/2013		1	Bonnie Brae
437	1			1				1			3/2/2013		1	Alvarado
438	1							1			3/2/2013		1	Alvarado
439	1							1			3/2/2013		1	Alvarado
440	1						1				3/2/2013		1	Alvarado
441	1							1			3/2/2013		1	Alvarado
442		1						1			3/2/2013		1	Alvarado
443	1							1			3/2/2013		1	Alvarado
444	1							1			3/2/2013		1	Alvarado
445	1			1				1			3/2/2013		1	Alvarado
446	1							1			3/2/2013		1	Alvarado
447	1							1			3/2/2013		1	Alvarado
448	1							1			3/2/2013		1	Alvarado
449	1							1			3/2/2013		1	Alvarado
450	1							1			3/2/2013		1	Alvarado
451	1							1			3/2/2013		1	Alvarado
452	1							1			3/2/2013		1	Alvarado
453	1							1			3/2/2013		1	Alvarado
454	1							1			3/2/2013		1	Alvarado
455	1							1			3/2/2013		1	Alvarado
456	1							1			3/2/2013		1	Alvarado
457	1							1			3/2/2013		1	Alvarado
458	1							1			3/2/2013		1	Alvarado
459	1							1			3/2/2013		1	Alvarado
460	1							1			3/2/2013		1	Alvarado
461	1							1			3/2/2013		1	Alvarado
462	1							1			3/2/2013		1	Alvarado
463	1							1			3/2/2013		1	Alvarado
464	1							1			3/2/2013		1	Alvarado
465	1							1			3/2/2013		1	Alvarado
466	1							1			3/2/2013		1	Alvarado
467	1							1			3/2/2013		1	Alvarado
468	1							1			3/2/2013		1	Alvarado
469	1							1			3/2/2013		1	Alvarado
470	1							1			3/2/2013		1	Alvarado
471	1							1			3/2/2013		1	Alvarado
472	1							1			3/2/2013		1	Alvarado
473	1							1			3/2/2013		1	Alvarado
474	1							1			3/2/2013		1	Alvarado
475	1							1			3/2/2013		1	Alvarado
476	1							1			3/2/2013		1	Alvarado
477	1							1			3/2/2013		1	Alvarado
478	1							1			3/2/2013		1	Alvarado
479	1							1			3/2/2013		1	Alvarado
480	1							1			3/2/2013		1	Alvarado
481	1							1			3/2/2013		1	Alvarado
482	1							1			3/2/2013		1	Alvarado
483	1							1			3/2/2013		1	Alvarado
484	1							1			3/2/2013		1	Alvarado
485	1							1			3/2/2013		1	Alvarado
486	1							1			3/2/2013		1	Alvarado
487	1							1			3/2/2013		1	Alvarado
488	1							1			3/2/2013		1	Alvarado
489	1							1			3/2/2013		1	Alvarado

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

# Survey	Stroll or walk around or simply wait to make a transit connection			Eat or Drink at restaurant, cafe, or bar			Shop			Contact professional business like going to work, or visiting a doctor, real estate agent, or accountant			Contact personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store		
	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely	Very Likely	Somewhat Likely	Not at All Likely
489	1			1			1			1			1		
490	1	1		1	1		1			1	1		1	1	
491	1			1			1			1			1		
492	1			1			1			1			1		
493	1			1			1			1			1		
494	1			1			1			1			1		
495	1			1			1			1			1		
496	1			1			1			1			1		
497	1			1			1			1			1		
498	1			1			1			1			1		
499	1		1			1			1			1	1		
500	1												1		
501	1				1							1	1		
502	1				1		1			1			1		
503	1				1		1			1			1		
504	1				1		1			1			1		
505	1				1		1			1			1		
506	1				1		1			1			1		
507	1				1		1			1			1		
508	1				1		1			1			1		
509	1			1			1			1			1		
510	1				1		1			1			1		
511	1			1			1			1			1		
512	1			1			1			1			1		
513	1			1			1			1			1		
514	1			1			1			1			1		
515	1				1		1			1			1		
516	1				1		1			1			1		
517	1		1		1		1			1			1		1
518	1				1		1			1			1		
519	1				1		1			1			1		
520	1			1			1			1			1		
521	1				1		1			1			1		
522	1				1		1			1			1		
523	1				1		1			1			1		
524	1		1		1		1			1			1		
525	1				1		1			1			1		
526	1				1		1			1			1		
527	1				1		1			1			1		
528	1		1		1		1			1			1		
529	1				1		1			1			1		
530	1	1			1		1			1			1		
531	1				1		1			1			1		
532	1		1		1		1			1			1		
533	1				1		1			1			1		
534	1				1		1			1			1		
535	1				1		1			1			1		
536					1		1			1			1		
537					1		1			1			1		
538					1		1			1			1		
539					1		1			1			1		
540					1		1			1			1		
541			1		1		1			1			1		
542			1		1		1			1			1		
543		1			1		1			1			1		
544		1			1		1			1			1		
545		1			1		1			1			1		
546		1			1		1			1			1		
Totals	382	63	101	251	126	169	263	102	181	285	57	204	348	52	145

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
CONDUCTED 2/28/13 3/2/13

# ID #	Attend or visit a church			Attend School			General Benefit Response	Count
	Very Likely	Somewhat Liked	Not at All Liked	Very Likely	Somewhat Liked	Not at All Liked		
489	1	1		1	1		FALSE	0
490	1			1			FALSE	0
491	1			1			FALSE	0
492	1			1			FALSE	0
493	1			1			FALSE	0
494	1			1			FALSE	0
495	1			1			FALSE	0
496	1			1			FALSE	0
497	1			1			FALSE	0
498	1			1			FALSE	0
499			1			1	FALSE	0
500	1					1	FALSE	0
501			1			1	FALSE	0
502	1					1	FALSE	0
503			1			1	FALSE	0
504			1			1	FALSE	0
505			1			1	FALSE	0
506			1			1	FALSE	0
507	1					1	FALSE	0
508			1			1	FALSE	0
509			1			1	FALSE	0
510			1			1	FALSE	0
511			1			1	FALSE	0
512			1			1	FALSE	0
513			1			1	FALSE	0
514			1			1	TRUE	1
515			1			1	FALSE	0
516			1			1	FALSE	0
517	1			1		1	FALSE	0
518			1			1	FALSE	0
519			1			1	FALSE	0
520	1					1	FALSE	0
521			1			1	FALSE	0
522			1			1	FALSE	0
523			1			1	FALSE	0
524	1			1			FALSE	0
525			1			1	FALSE	0
526	1					1	FALSE	0
527			1			1	FALSE	0
528			1			1	FALSE	0
529	1			1			TRUE	1
530			1			1	FALSE	0
531			1			1	FALSE	0
532			1			1	FALSE	0
533	1			1			FALSE	0
534			1			1	FALSE	0
535	1					1	FALSE	0
536			1			1	FALSE	0
537			1			1	FALSE	0
538			1			1	FALSE	0
539			1			1	FALSE	0
540			1			1	FALSE	0
541	1					1	FALSE	0
542			1			1	FALSE	0
543			1			1	FALSE	0
544			1			1	FALSE	0
545			1			1	FALSE	0
546			1			1	FALSE	0
Totals	289	43	217	170	32	344		25

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

#	Survey ID#	Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal				Marketing & promotions like street light banners, flags & bright signs				810 Svcs Not Important	Do you live within the boundaries of the BLQ-Pico Business Improved District			Date/Time		Location	
		Very Important	Somewhat Imp	No at All Impo	No Respon	Very Important	Somewhat Imp	Not at All Impo	No Respon		Yes	No	No Respon	Survey Date	AM		PM
489													3/2/2013		1	Hoover	
490													3/2/2013		1	Hoover	
491		1				1		1		1	1		3/2/2013		1	Hoover	
492													3/2/2013		1	Hoover	
493				1				1					3/2/2013		1	Hoover	
494		1								1	1		3/2/2013		1	Bonnie Brae	
495		1											3/2/2013		1	Westlake	
496		1								1	1		3/2/2013		1	Westlake	
497		1								1	1		3/2/2013		1	Westlake	
498		1								1	1		3/2/2013		1	Bonnie Brae	
499		1								1	1		3/2/2013		1	Westmoreland	
500		1								1	1		3/2/2013		1	Westmoreland	
501		1								1	1		3/2/2013		1	Westmoreland	
502		1								1	1		3/2/2013		1	Westmoreland	
503		1								1	1		3/2/2013		1	Westmoreland	
504		1								1	1		3/2/2013		1	Westmoreland	
505			1							1	1		3/2/2013		1	Westmoreland	
506		1								1	1		3/2/2013		1	Ellen	
507		1								1	1		3/2/2013		1	Maple	
508		1								1	1		3/2/2013		1	Hoover	
509		1								1	1		3/2/2013		1	Hoover	
510		1								1	1		3/2/2013		1	Hoover	
511		1								1	1		3/2/2013		1	Hoover	
512		1								1	1		3/2/2013		1	Hoover	
513		1								1	1		3/2/2013		1	Alvarado	
514		1								1	1		3/2/2013		1	Alvarado	
515		1								1	1		3/2/2013		1	Alvarado	
516		1								1	1		3/2/2013		1	Alvarado	
517		1								1	1		3/2/2013		1	Alvarado	
518		1								1	1		3/2/2013		1	Alvarado	
519		1								1	1		3/2/2013		1	Alvarado	
520		1								1	1		3/2/2013		1	Westlake	
521		1								1	1		3/2/2013		1	Westlake	
522		1								1	1		3/2/2013		1	Hoover	
523		1								1	1		3/2/2013		1	Bonnie Brae	
524		1								1	1		3/2/2013		1	Westmoreland	
525		1								1	1		3/2/2013		1	Hoover	
526		1								1	1		3/2/2013		1	Hoover	
527			1							1	1		3/2/2013		1	Hoover	
528		1								1	1		3/2/2013		1	Hoover	
529		1								1	1		3/2/2013		1	Hoover	
530		1								1	1		3/2/2013		1	Hoover	
531		1								1	1		3/2/2013		1	Alvarado	
532		1								1	1		3/2/2013		1	Alvarado	
533		1								1	1		3/2/2013		1	Alvarado	
534		1								1	1		3/2/2013		1	Alvarado	
535		1								1	1		3/2/2013		1	Westlake	
536		1								1	1		3/2/2013		1	Westlake	
537		1								1	1		3/2/2013		1	Bonnie Brae	
538		1								1	1		3/2/2013		1	Bonnie Brae	
539		1								1	1		3/2/2013		1	Bonnie Brae	
540		1								1	1		3/2/2013		1	Orchard Ave	
541		1								1	1		3/2/2013		1	Orchard Ave	
542		1								1	1		3/2/2013		1	Orchard Ave	
543		1								1	1		3/2/2013		1	Orchard Ave	
544		1								1	1		3/2/2013		1	Acropolis	
545		1								1	1		3/2/2013		1	Hoover	
546		1								1	1		3/2/2013		1	Hoover	
Totals		519	15	11	1	206	121	219	1	11	279	255	12		247	299	

BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
CONDUCTED 2/28/13 3/2/13

Survey ID#					
		Stroll or walk around or simply wait to make a transit connection			
Very Likely	Somewhat Likely	Not at All Likely			
69.85%	11.54%	18.50%			
81.50%					
Delete 8 "no-response" surveys.					
		Eat or Drink at restaurant, cafe, or bar			
Very Likely	Somewhat Likely	Not at All Likely			
45.97%	23.08%	30.95%			
69.05%					
Delete 4 "no-response" surveys.					
		Shop			
Very Likely	Somewhat Likely	Not at All Likely			
48.17%	18.68%	33.15%			
69.85%					
Delete 3 "no-response" surveys.					
		Conduct professional business like going to work, or visiting a doctor, real estate agent, or accountant			
Very Likely	Somewhat Likely	Not at All Likely			
52.20%	10.44%	37.39%			
62.64%					
Delete 1 "no-response" surveys. Delete 1 (former #162) answered twice.					
		Conduct personal business like visiting a salon, dry cleaners, laundromat, auto repair, or grocery store			
Very Likely	Somewhat Likely	Not at All Likely			
63.74%	8.52%	26.74%			
73.26%					
Delete 2 "no-response" surveys.					



BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY  
CONDUCTED 2/28/13 3/2/13

Survey ID#								General Benefit Response		Count
ID #										
				Attend or visit a church						
				Very Likely	Somewhat Likely	Not at All Likely				
				52.38%	7.28%	39.74%				
				Attend School						
				Very Likely	Somewhat Likely	Not at All Likely				
				31.14%	5.88%	63.00%				

**BLQ-PICO INTERCEPT SURVEY RESPONSE SUMMARY**  
**CONDUCTED 2/28/13 3/2/13**

Survey ID#				Date/Time				Location	
ID #				Survey Date	AM	PM	Cross Streets		
95.23%	Cleanliness, like extra trash pick-up, steam cleaning, and graffiti removal			Very Important	2.75%	2.02%	No Respon	0.18%	
97.99%									
37.80%	Marketing & promotions like street light banners, flags & bright signs			Very Important	22.28%	40.33%	No Respon	0.16%	
60.08%									
2.01%	BID Svcs Not Important			Very Important	52.44%	47.93%	No Respon	2.20%	
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
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No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
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2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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2.20%									
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2.20%									
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2.20%									
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No Respon									
2.20%									
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No Respon									
2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
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No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
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No Respon									
2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
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No Respon									
2.20%									
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2.20%									
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2.20%									
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2.20%									
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No Respon									
2.20%									
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BID services are important to 97.99%									
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No Respon									
2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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No Respon									
2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
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No Respon									
2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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No Respon									
2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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No Respon									
2.20%									
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BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
Yes									
No									
No Respon									
2.20%									
1 - 0201 = 97.99%									
BID services are important to 97.99%									
Do you live within the boundaries of the BLQ-Pico Business Improvement District									
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No									
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